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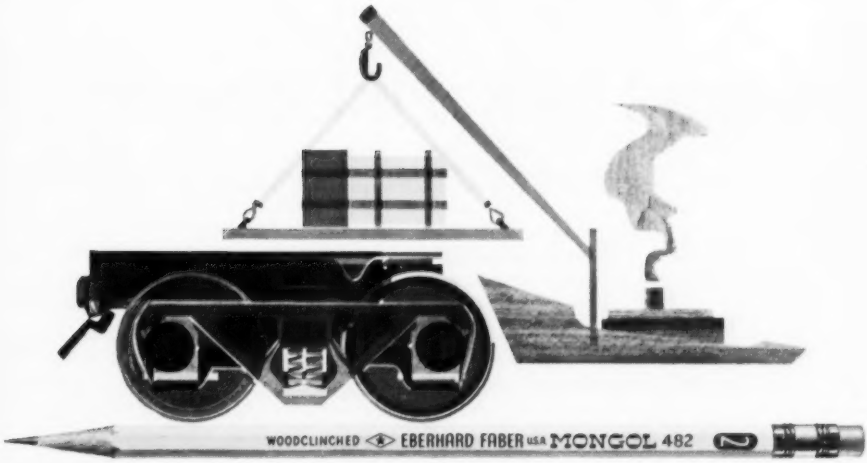


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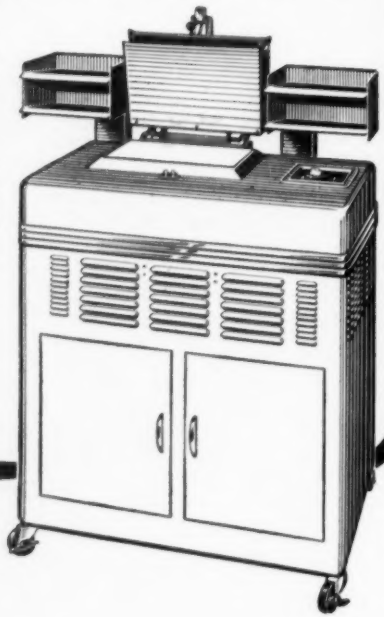

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The Office
Magazine of MANAGEMENT • EQUIPMENT • METHODS

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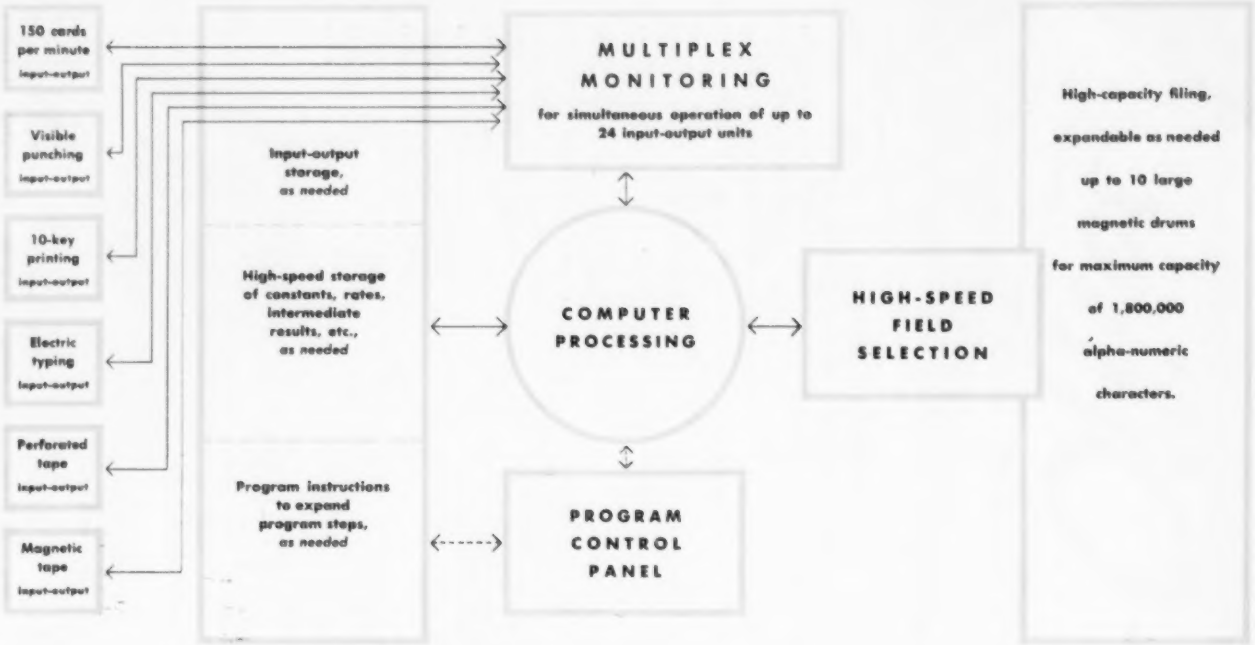


Components of the Univac File-Computer system. In an eight-hour day, up to 100,000 unsorted items (depending on type of data) can be entered in their order of arrival, each matched automatically with its related filed data and processed as needed to finish several clerical tasks in a single program. Complete filed data is available instantly from any location. There may be anywhere from one to 24 input-output units (at left). If only one, multiplex monitoring is unnecessary. Filing capacity is expandable as needed without loss of access speed. The system is applicable to all punched card installations with multiple applications or with a large single application. The File-Computer costs $300,000 to $500,000 with monthly rentals at $4500 to $8000 depending on number of units required. Delivery this year by Remington Rand, Inc.

# Greatest Electronics Expansion To Be in Office Mechanization

WILLIAM J. MORLOCK

*General Manager, Commercial Equipment Dept., Electronics Division, General Electric Co., Syracuse, N. Y.*

BECAUSE of the complexity of running large businesses, many concerns are following the principle of decentralization and breaking up their organizations into small autonomous units. In doing this, they run into the problem of communication. They find that a great deal of coordination and education must be disseminated to the small units from headquarters. This information must be presented as effectively as possible and geared to the thinking of the operating personnel, to minimize the loss of effectiveness, as the information must travel through three and sometimes four supervisory levels. Here, closed circuit television will come into its own and will be used more and more as an operating tool in the same way as we now use long distance telephone and Teletype systems.

At present, the main problem in closed circuit television is the network charges. This cost is high because of a loading factor, in the same way that the cost of your telephone would be high if you only used it once a month. When one applies a reasonable loading factor to closed circuit television communication we realize that this media can be used at a cost of two to five times that of a long distance person-to-person telephone call for the same period of time. Development in this field is moving rapidly and color television in some cases is already being used. I would not be at all surprised if color television saturated this field of activity much more rapidly than it will the broadcast field because only through color television can the story of a manufacturer's product be properly presented. Equipment for this purpose is available today and negotiations are under way to establish color closed circuit networks equivalent to that used by American Cancer Society for dissemination of information to specific hospitals.

Experts now expect that, in the next decade, productivity must be increased by 50% if we are to maintain a steadily rising living standard and a reasonable position in national defense. To accomplish this increase, electronics will be a key factor in improving the efficiency of business.

While there is predicted a tremendous growth in automation equipment in the factory, this is not the major growth area for electronics in business. The greatest increase will be in the automation of accounting, inventory control, material control, payrolls, purchasing and order service areas.

Forecasters are predicting a tremendous growth in the use of data processing equipment. What is data processing equipment? Is it an electronic memory? Is it a high speed card sorting machine? Is it a high speed printer? Is it a computer? It is all these things plus other electronic techniques which have evolved during the past ten years, all coordinated into a system. An electronic memory can be built today, at a reasonable price, which will store within it the contents of hundreds of file cabinets and give answers to anyone requesting the information within a tenth of a second. Information within this memory can be continually adjusted and modified in accordance with the new information being fed to it. It is possible today to

General Electric Co. has a communicating system between plants in Evendale, Ohio, where the Aircraft Gas Turbine Division uses an IBM 701; the Generator and Gear Dept. at Lynn, Mass., the Large Turbine Generator Dept. in Schenectady, N. Y., and IBM's Technical Computing Bureau in New York. L. to r. are IBM's Thomas J. Watson Jr., and GE's Glenn B. Warren and Allen Keller.

build a memory which is capable of completely handling all of the files necessary to a 50-million-dollar-a-year business. This includes all the payroll files, all the purchasing files, all the production control files, all of the inventory control files and, most important, the accounting files. The important aspect of this memory is that immediate access from its stored information can be obtained within one tenth of a second. In addition, devices have been built to simultaneously feed into the memory, information pertaining to any of these activities and cause the memory to adjust itself according to the information it receives. When called upon for a set of facts, the memory can present this information either visually (on a cathode ray tube) or printed on a piece of paper or report form. It can even present your bills and make out your payroll checks. Devices have been built which will print at a rate of 8,000 words a minute.

During the past ten years, wages have been on the rise. Social benefits have become a standard part of the paycheck. Fringe benefits have added to the cost of an employee. All these factors add up to just one thing: business is faced with the problem of finding means of more efficiently utilizing its employees. It must provide the employee with better tools to do the job and it must invest in these tools if it is to accomplish its objectives. Labor costs have risen 300% since 1930 while production costs have risen only 50%. Much attention has been given to the efficiency of production labor in the factory and during the war this area received the attention of all the production and mechanization experts in industry. Great advances were made, and there undoubtedly will be more to come.

The same degree of progress has not been made in the office. We have seen our overhead costs rising year after year, necessitated by the complexity of our industrial machine. Our tax system alone forces business to carry an extra burden just to keep track of details necessitated by reporting to national and state governmental agencies. Inventory control has received more attention because of its financial importance to the overall functioning of businesses.

To handle a payroll is no longer the simple procedure of paying a person his prescribed wage. Incentive plans, deductions for social security, stock and bond purchases, unemployment compensation, hospitalization and (we hope) Community Chest (and we would not retract any of these programs) have caused additional loads on what was once considered a small operation. It is in these areas that electronic data handling equipment will materially add to efficient business operation. The fundamental element of a data handling system is the large memory and storage device which will become the nucleus of the mechanization of office operations.

I will attempt to describe a typical operation of a business utilizing data processing equipment. The first step would be a study by experts in the fields of electronics, accounting and office procedures, who would analyze a particular business and establish a procedure of handling that business, using the new techniques. Once this study has been completed, equipment would be produced to automatically translate into the memory unit all of the essential information coming into the business. For example, all of the production material would be received through inscribing equipment. When material is received at the incoming receiving dock, the information as to its name, order number, balance still due and all other pertinent information necessary for completely reporting the effect of the reception of this material on the overall business, would be fed to the memory. Every time a bill is paid, it would be paid through a device which would automatically key into the memory the information that the bill had been paid and establish the effect of the payment of this bill on the cash reserves, inventory and basic profit of the business. Every time a customer's order is received, the order would be received through a device which would automatically key it into the memory in such a way as to edit the order for correctness, show its effect on the inventory, check credit limitation if applicable, make a record for management of orders received by kind of customer, salesman, district and kind of product, and establish whether any new material has to be ordered, and numerous

Sylvania Electric Products, Inc., will establish a company-wide data processing center. Heart of the center will be a Univac electronic computing system which Sylvania will lease from Remington Rand, Inc. Al N. Seares, (right) Remington Rand vice president and manager of the New York branch, demonstrates to Leon C. Guest Jr., Sylvania controller, how Univac's supervisory control board operates.

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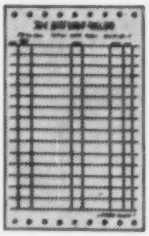

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other functions which are now performed by clerical labor handling statistics required to run a business. Likewise, outscribing equipment would be placed in the general manager's office, and in the offices of the sales manager, accounting, payroll, purchasing and production. By means of this outscribing equipment, the general manager could request at any time information pertaining to the basic statistics which he requires to properly operate the business. The memory would scan, at extremely high speed, all the vital factors and present to him almost instantaneously information as to the profit position, general expense, inventories, orders received and other vital business statistics. The sales manager, by using specific codes and merely pressing a button, could check his product inventory as to when deliveries could be made on any particular item, when reordering of new products was necessary, the margin of profit on any individual item, and the lead time necessary for ordering. The purchasing agent could call upon the memory for information on any outstanding purchase order, the degree of completion of a program of purchasing, items which were late in delivery, and items whose prices varied over the standard. The production control supervisor could

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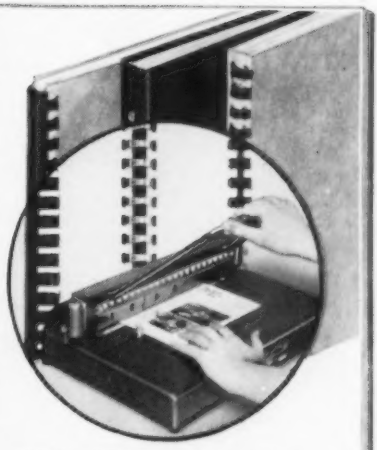

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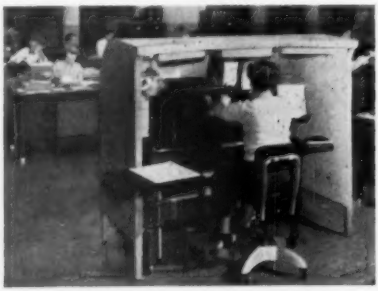

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finished his job the amount of his incentive pay would be fed into the memory and available upon request. The payroll supervisor would have the up-to-date financial status of each employee. At any particular period, information could be requested which would establish the exact payment for each employee and actually type, at the rate of over 300 per minute, paychecks for employees showing gross, deductions and net pay.

This may seem like a visionary story, yet these are not future developments. The technology is known today which can make this "vision" a reality. We are now moving the application of this concept into business offices. We must go through an educational cycle to show business the possibilities of electronic data processing equipment so that they can comprehend its advantages. There is interest in this technique and well over 100 companies today are investigating the field to improve their operations.

What does this mean to the social problems of the future? Are we building a technology which will force us into a vicious cycle of layoffs, less buying, more layoffs and finally depression? There are people who hold opinions all along the line from prophesies of boom to prophesies of doom. Personally, I think the answer lies somewhere just a little right of center. I do not think that automation is going to send us into a spiral of depression. I do not think it is going to bring a golden age of a five-hour day and 20-hour week with everyone driving gold-plated Cadillacs. I do think it is going to accelerate the rise in our standard of living.

Automation is going to cut down the demand for unskilled labor, but it is also going to increase the demand for skilled and semi-skilled labor. Unskilled labor dropped in 1950 to 6% of the country's working population while semi-skilled rose to 20%, with the resultant factor of an increase in our standard of living. Any increase in


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the higher classifications and resultant decreases in the lower classification of the working population, moving people from unskilled to semi-skilled jobs, places more people in higher pay brackets and increases the buying power of the whole country. Whole new industries are coming into being. Aluminum, plastics, television, atomic energy. The industrial history of the nation shows that each new industry produces new uses of the end products, far outshadowing any effects that the creation of these industries might have on old industries. The automobile industry employs many more people than were ever employed in the horse and buggy industries. Aluminum had no adverse effect on the steel industry, and so on. The whole trend has been for each new industry to increase the demand for workers and there is no reason for this trend to reverse itself.

Automation in industry and business actually is another step forward and will accelerate our increased technology. At the present time one out of every ten employees at G.E. Electronics Park is an engineer. A few years back, no one would have conceived of an industry that needed one engineer for every nine direct and indirect workers, nor that any industry could support such a high technical content. With increasing technology, we shall need increasing numbers of technical people, not only engineers but technicians too. Mechanization and automation may cut down on the amount of physical work required, but the increasing complexity of the products and processes will require increased mental work. Changes in the electronics industry have come rapidly over the past ten years and the country has not been faced with any unemployment crisis. I think we are living in what has been described as the Second Industrial Revolution. Electronics is the catalyst which is permitting integration of advances in many fields which, in total, make up this revolution. In the long

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run, it could well make this nation and our economy the strongest the world has ever seen.—*From an address before the engineering department of the Radio-Electronics-Television Manufacturers Assn. and professional groups committee of the Institute of Radio Engineers.*

## Burglary Is Big Business

SINCE 1950, the burglary rate in the United States has risen from 47 to 55 an hour. The F.B.I., in its annual crime report, estimates that 479,120 burglaries of homes and places of business took place in 1953, and more than $78,000,000 in money and property were stolen. Within a year or two, burglars will be operating at the rate of one crime per minute. With an average haul of $163, this form of criminal endeavor does pay. A study by Yale & Towne Mfg. Co., makers of locks, reveals that the burglar's greatest ally is too often his victim.

From data provided by police officials, insurance companies and other experts on criminology, Yale & Towne has compiled a list of do's and don'ts for businessmen. Since more cash and

the amazing
**VELVET ball *PEN* · cil**

**the pencil that writes with INK**

- combines best features of a pencil with best features of a ball-point pen
- light as a pencil because it's wood
- banker-approved permanent ink
- full-length brass cartridge writes enough to fill 18 stenographer's notebooks
- nothing to press, turn, fill
- fully-guaranteed

Handy dozen-pack for business and industry. Blue, red, black or green ink. $3. per dozen.

Order from your commercial stationer

For sample write on your company letterhead to Dept. O-3

AMERICAN PENCIL CO., HOBOKEN, N. J.

Employ capable watchmen.

valuables are available to burglars in commercial establishments than in homes, business naturally bears the brunt of criminal attacks. Here are some of the things that businessmen do to make things easy for burglars:

1. Leave front or rear door unlocked.
2. Fail to provide adequate safeguards for windows.
3. Leave interior and/or exterior unlighted.
4. Fail to employ secure looking devices on doors.
5. Locate safes or vaults in wrong areas.
6. Use cash registers improperly.
7. Pay less than adequate attention to possible entries such as skylights, sewers, sidewalk openings, roof doors, transoms and fire escapes.
8. Fail to install good burglar alarms and fail to test efficiency of alarm periodically.
9. Neglect to employ capable watchmen and efficient protection.
10. Forget to list all serial numbers of valuable documents and merchandise.

The harder you make it for the burglar to get in, the less chance there is that he'll waste time on you. He's always looking for easy pickings. Here is what you can do to make your place of business an unhappy hunting ground for criminals:

*Modern Business demands*

THIN PAPERS

**to reduce typing, mailing and filing expenses.**

**we suggest**

ESLEECK

**Fidelity Onion Skin**

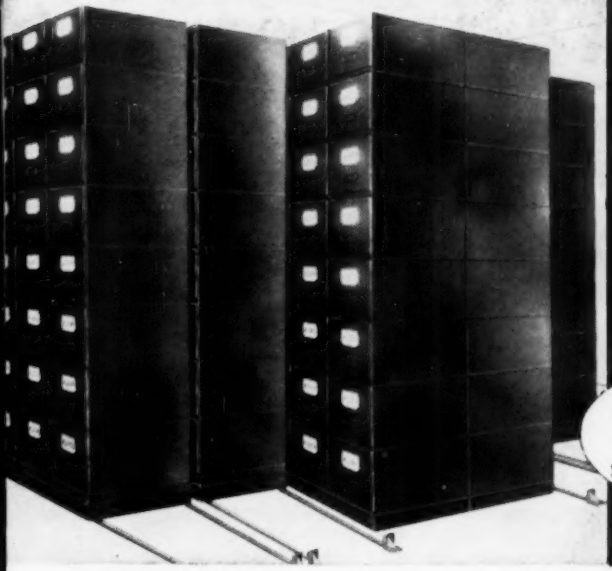
**Clearcopy Onion Skin**

**Superior Manifold**

*for Thin Letterheads - Copies - Records*

**ESLEECK MANUFACTURING COMPANY**

**TURNERS FALLS, MASSACHUSETTS**



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This revolutionary new patented system operates on a principle of mobilizing rows of interlocked files with only clearance space between rows, yet any single file is always accessible.

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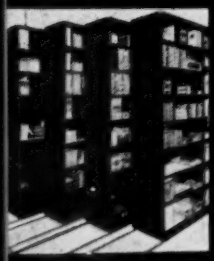

*means* "MORE SUPPLIES IN LESS SPACE"

**FREE . . MANUAL OF RECORDS MANAGEMENT**

A factual "HOW TO" written by Dr. Herman Limberg, the eminent records management consultant.

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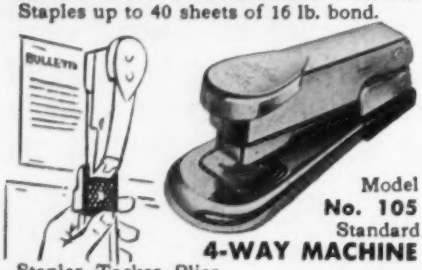
Staples up to 40 sheets of 16 lb. bond.




Model
**No. 105**
Standard
**4-WAY MACHINE**
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Temporary-Permanent Stitch.

Model **No. P-98**
**PLIER TYPE HAND STAPLER**
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1. Always remember to lock all doors securely when leaving your place of business. This is an elementary point but one which is often forgotten by careless employees.

2. Be certain to protect all side and back windows of lower floors with heavy bars or grilles. These must be well-anchored and constructed so that they cannot be pried loose or bent out of shape.

3. Always have the interior partially lighted at night. Thieves fear well-lit interiors more than any single obstacle if their activities can be seen from the street. All outside entrances should also be lit, especially those at the rear or sides of your place of business.

4. Use good grade pin tumbler cylinder locks on all exterior doors. This type of lock is pick-resistant and will delay a burglar, a circumstance he wants to avoid. On doors with large panes of glass, use locks that will only unlock from the inside or outside by using the proper key. All exterior locks should have deadlocking mechanisms that prevent the latch from being snapped back by burglars using celluloid strips. Most secure is the jimmy-proof deadlock which interlocks with the door jamb and cannot be pried open.

5. Be certain that your safe is securely locked by spinning the dial at least twice. Your safe should be easily visible from outside if on the ground

Make it difficult for burglars to get it.

# INVISIBLE TAPE?

*Won't shrink...*
*Won't cloud...*
*Won't ooze!*

Here's an all-new tape that does a near-invisible mending job on documents, books, office records. It's ideal for taping riders and endorsements on policies and valuable papers...completely shrinkproof, it stays crystal clear, won't ooze adhesive ever! And you can write on it with pencil or ink!

Your office supplier has "Scotch" 810 Permanent Mending Tape in handy 1296-inch rolls. See him today for a supply of this wonder-working tape!

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**Permanent Mending Tape**

The term "Scotch" and the plaid design are registered trademarks for the more than 300 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining and Manufacturing Co., St. Paul, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

floor. A light above the safe is a good idea. If safe is a light model, it should be securely bolted to the floor. A large bolt enclosed by a steel pipe attaching the safe to the floor is recommended by the New York City Police Department's crack Safe and Loft Squad as a security measure against burglars removing the safe. Always change the factory combination when you buy a safe and never use your birth or anniversary date or that of a loved one as the combination as these are easy for interlopers to discover. Never open your safe in the presence of a stranger. Keep the combination to yourself.

6. Cash registers should always be emptied and the drawers left open at night. If this is not done, a burglar might wreck this expensive equipment in his effort to open the drawer. During the daytime, however, always keep the drawer locked if you must momentarily leave a cash register unattended.

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A Pitney-Bowes MailOpener gets the day's work off to a flying start... saves those valuable early minutes lost in hand-slitting the morning mail.

The electric model LE, illustrated, trims a hairline edge off any size envelope—any stock, from thin tissue to tough craft—as fast as you can feed it. Other models, hand or electric for any size office, all built to Pitney-Bowes precision standards. Call your nearest PB office for demonstration. Or send for booklet.

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MAILOPENER

**FREE:** *Handy chart of Postal Rates with parcel post map and zone finder.*

7. Burglars will attempt to break in through any possible entrance. Therefore, even though doors and windows are secure, you must pay equal attention to roof doors, skylights, basement doors, etc. One weak point is all that the burglar needs, so every means of entry must be equally well protected.

8. A good burglar alarm, periodically checked to keep its efficiency high, is a strong deterrent to thieves. Used in conjunction with other measures mentioned here, a modern burglar alarm is a necessary adjunct to a good security system.

9. A good night watchman, well trained and alert, provides efficient protection against burglars. Careful investigation of a watchman is necessary before hiring him, as shady characters often seek these jobs as the inside man of a burglary gang. There are many firms supplying capable watchman services and some inquiry can determine whether they can be of use to you.

10. If you are in the jewelry, appliance or other retail field in which your products carry serial numbers, you will do well to list these numbers. In the event of a burglary, you can be of great aid to the police and at the same time stand a far better chance of recovering your stolen property if you have these numbers on hand. Numbered documents, such as securities, can be similarly recorded.

A good book on this subject is Prof. Richard L. Holcomb's *Protection Against Burglary*, published by the Institute of Public Affairs of the State University of Iowa.

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Detailed information at your request.

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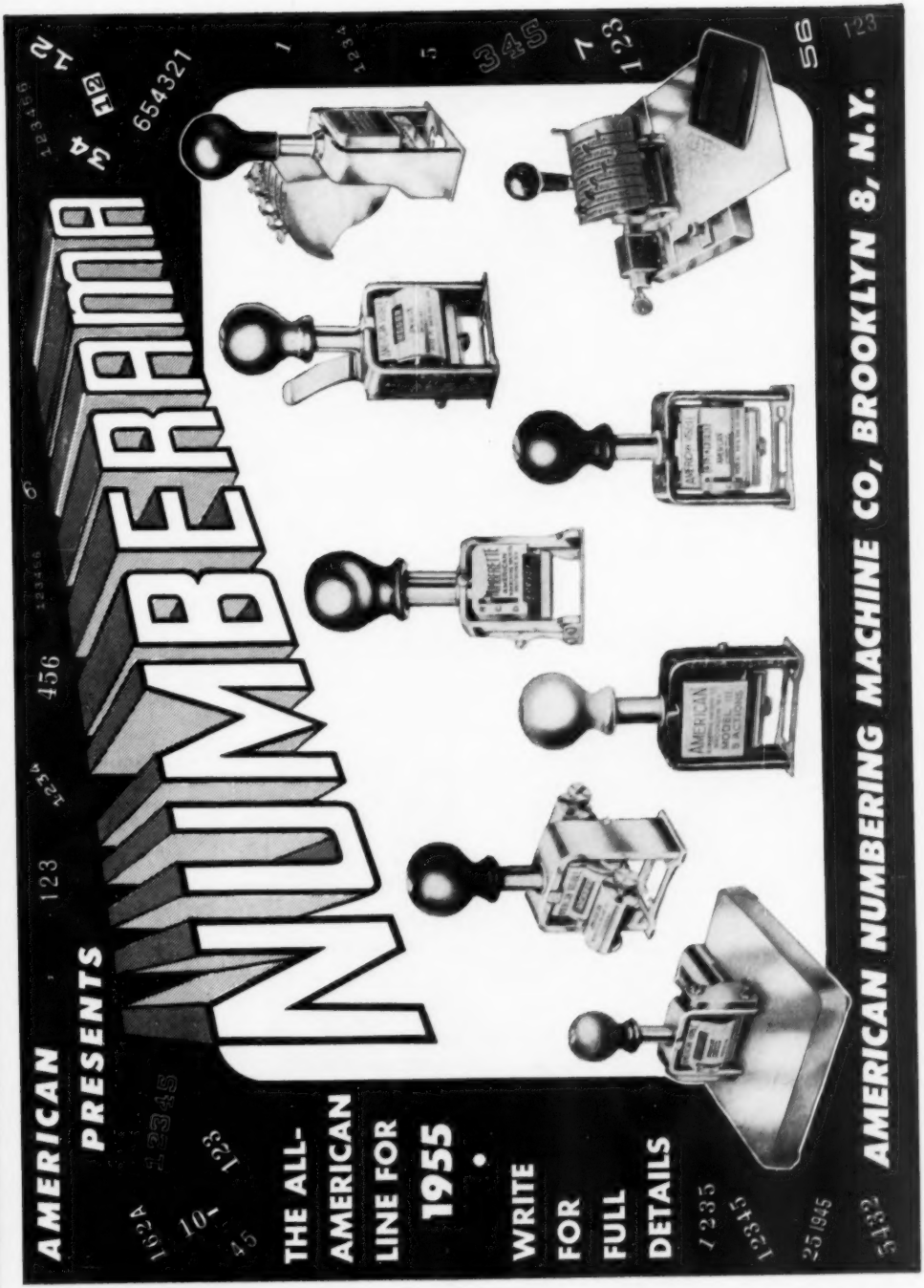
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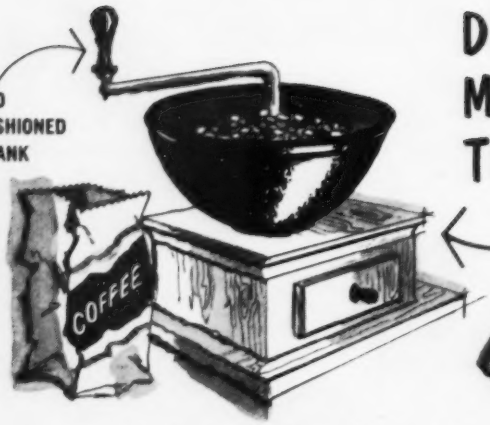
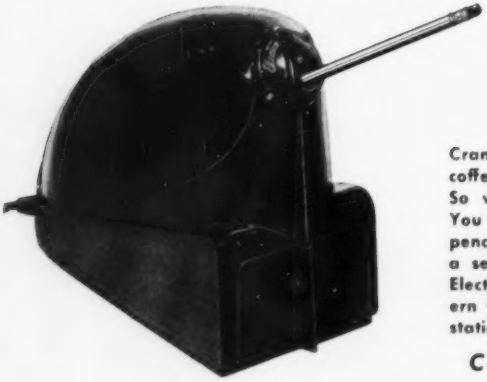



# DO YOU MAKE COFFEE THIS WAY?

# OR PHONE CALLS THIS WAY?



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Wood desks in the Pasadena Savings & Loan Assn., Pasadena, Calif., are products of Imperial Desk Co., installed by Los Angeles Desk Co.

Wood office furniture (at left) in the Anniston National Bank, Anniston, Ala., was installed by Sawyer Office Furniture & Supplies. Nubian finish desks are products of Myrtle Desk Co. Chairs are by High Point Bending & Chair Co.

Refurnished offices of the Chicago Apparatus Co. showing steel office equipment in cool green made by Invincible Metal Furniture Co.

Emperor Haile Selassie of Ethiopia watches E. G. Buehrle demonstrate a Vanguard Dictating Machine. An ivory and gold machine bearing Ethiopia's coat of arms was presented to His Majesty on his visit to the Oerlikon Machine Tool Works in Zurich. The Vanguard is distributed in the U.S. by OTA Business Machines Division.

Clarence S. A. Williams, president of Bates Mfg. Co., uses one of the original numbering machines made by his firm in 1890. At right is the machine used by New York State's Motor Vehicle Bureau to validate licenses.

A section of the general office of the Jewish Community Center, Milwaukee, where metal chairs made by Milwaukee Metal Furniture Co. were installed by Northwestern Furniture Co.

New York City's civil defense communication centers use 25 Old Town Model 9H Spirit Duplicators. Messages on preprinted Dupliforms are quickly duplicated and copies sent to fire, police and other departments for fast action.

Two views of the Formorama of Moore Business Forms, Inc. This traveling exhibit of forms, methods and equipment for automatic offices will tour over 50 cities. Seven individual units in the Formorama cover separate record operations. Included in the display are imprinters, decolators, detachers, registers, vertical spacers, carbon savers, typeliners, forms holders, label cutters, etc.

"Before" view of the space below, prior to installation of Arnot Jamestown Partition-ettes. Fourteen days later a total of 90 private and semi-private offices were created in the 11,600 sq. ft. area. Similar ordinary plaster wall construction would have required four months. No modifications of floor covering, lighting, heating or air conditioning systems were necessary.

After installation of Arnot Jamestown Partition-ettes, 90 employees of the McCann-Erickson advertising agency, New York, have private and semi-private offices. Bandfrost top panels increase privacy while height of partitions makes adequate supervision possible. Partition-ettes may be shifted easily and quickly by workmen with no special tools or training, and remain the property of McCann-Erickson if the agency should move. Installation by Itkin Brothers, Inc.

# the DAVIDSON DUAL-LITH Stands alone!

Because all controls of the *completely new* DAVIDSON DUAL-LITH 242 are at the delivery end of this fully automatic machine . . . your operator *sits down* during production runs! And whether it's short runs . . . long runs . . . wet offset . . . dry offset . . . letterpress . . . imprinting . . . embossing . . . numbering . . . perforating . . . the new DAVIDSON DUAL-LITH 242, with its many exclusive features, assures low cost, quality production every time. Such Davidson "plus" advantages as good ink coverage, accurate registration, positive paper delivery, suction feed, automatic blanket clean-up, and finger-tip controls make this new DAVIDSON DUAL-LITH a truly outstanding production machine. The DAVIDSON DUAL-LITH 242 *stands alone* from operating and maintenance standpoints! Call your nearest Davidson sales office — in all principal cities — for a DAVIDSON DUAL-LITH 242 demonstration . . . or write for brochure describing the many distinctive features for money- and time-saving benefits. No obligation, of course!

Davidson

**DAVIDSON CORPORATION**
***A Subsidiary of Mergenthaler Linotype Company***
**29 RYERSON STREET, BROOKLYN 5, NEW YORK**

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## PORTAGRAPH, TRANSCOPY, DEXIGRAPH

### *for PHOTOCOPYING*

PORTAGRAPH FLAT-BED PRINTER

TRANSCOPY PROCESSOR

Because the Remington Rand line is complete, you can select photocopy equipment geared to your particular needs. Anyone can make accurate, low-cost copies of any record in a minute or two, right in the office. No darkroom, no wiring, plumbing or installation. Choose Transcopy Duplex for combined exposing and printing . . . use a Rotoflo rotary or Portagraph flat-bed printer with a Transcopy processor for separate exposing and printing.

The advanced features and versatility of the Remington Rand photocopy line have almost unlimited time and money-saving applications in modern business.

For low-cost point-of-use copying at unity or reduced sizes, choose Dexigraph. Produces permanent photocopies from flat sheets, books, Kardex slides or bulky material. Also makes high-quality negatives for offset reproduction. Speed, accuracy and ease of operation at point-of-use make Dexigraph ideal for high volume or routine copying.

*Remington Rand* INC

**Room 1335, 315 Fourth Avenue, New York 10**

***Please see that I have FREE literature on:***

☐ Portagraph (P334) ☐ Transcopy (P344) ☐ Dexigraph (D286)

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Firm_____

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City_____ Zone_____ State_____

2

DEXIGRAPH

# PHOTOGRAPHY

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The Remington Rand line of Film-a-record equipment offers every modern microfilming advantage . . . provides 98% space-savings for inactive records, record insurance for valuable records and dollar and time savings in the preparation and creation of new records. With Remington Rand cameras, anyone can accurately film records of all types . . . up to 15" wide, one or two sides, colored or black on white. There are four different Film-a-record cameras — including the low-cost, transportable Model 8 and the most versatile and fastest Dual Model 12.

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Mail the coupon today for descriptive literature.

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MICROFILM CAMERA

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INC

Room 1335, 315 Fourth Avenue, New York 10

*Please see that I have FREE literature on Microfilm:*

☐ Cameras (F382) ☐ Readers (F200) ☐ Feeders (F406)
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Name & Title_____
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2

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*Scientific know-how and research make ROSE products the highest in performance and dependability.*

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- HECTOGRAPH CARBONS
- SPIRIT CARBON ROLLS
- ALSO Duplicating Fluid & Hand Cream

*Makers of the world famous patented "Sta-Clean" Metallic Protective Coated Master Units, U.S. Pat. 2,671,734

ROSE — a world of difference

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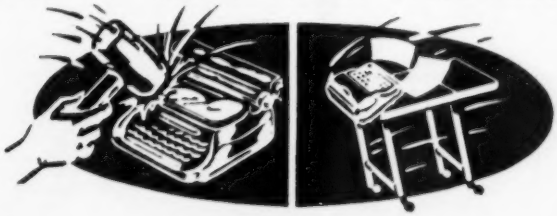
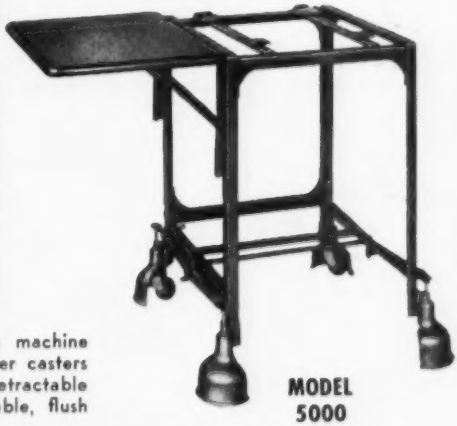
General Offices and Factory • Harrison, N. J.

## TWO WAYS TO WRECK COSTLY OFFICE MACHINES...



# So, for SAFETY'S SAKE... put 'em on a TIFFANY STAND

Office machines are a big investment; why take chances by using them on flimsy, cheaply constructed tables or stands? Tiffany's unusually heavy, solid, angle steel construction eliminates machine accidents caused by tipped stands. Heavy metal castings anchor stand firmly to the floor. Open top design sends annoying machine noises away from operator, increasing office efficiency and morale.



**MODEL 5000**

*Also available in 35½" heights for stand up work.*

**MODEL 5000**—4 cup open top locks machine base to stand. Heavy iron castings cover casters and rest solidly on floor. Casters are retractable with positive action. Drop leaf attachable, flush with top or low for posting tray.

*With two drop leaves, Model 5002.*

***See your Tiffany Dealer or write for full color brochure showing all available stands***

***Often Imitated... Never Duplicated***

**Tiffany Stand Co.**

7350 FORSYTH
ST. LOUIS 5, MO

**Bates Numbering Machines**
The world's standard for excellence.



**Bates Model C Stapler**
Makes its own staples. One loading—5000 staples.



**Bates Staple Remover and Punch**
Instantly removes any staple. Punches a hole up to a thickness of eight pieces of paper.

# BATES

quality products . . sales getters profit makers



**Bates List Finders**
Press . . presto! There's the address, phone number, recipe, etc. . . . quick as a wink!



**Bates Mercury Staplers**
Wide range of models for every requirement.



**Bates Refill**
5000 rustless Brass staples each loading.



**Bates Automatic Eyeleter**
Feeds, inserts and crimps eyelets in one automatic action.



**Bates Perforator**
Easiest action, large waste container. Compact, economical.

keep all these BATES quality products on display



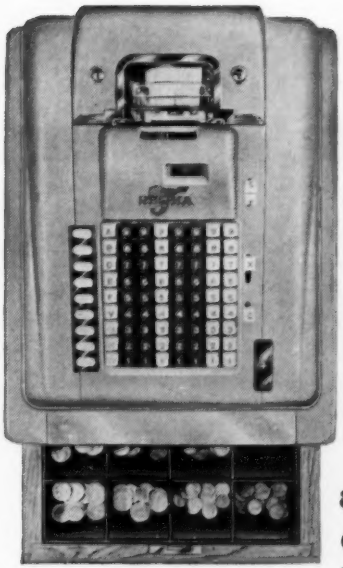
**Bates Munkee Silent Stamp Pads**
Reversible, renewable filler for long life, clear impressions.

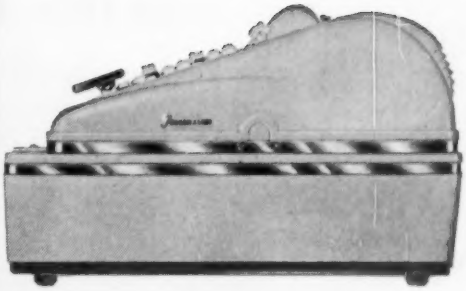


**Bates Samson Hand Punch**
Powerful, easy to use—perforates up to ¼" of paper.

the **BATES** manufacturing co.
Orange, New Jersey: New York Office, 30 Vesey Street

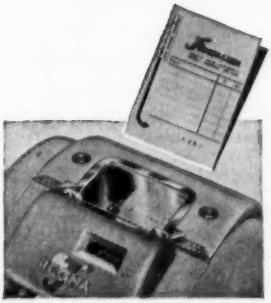
Bates Numbering Machines, Staplers, List Finders, Perforators, Eyeleters, etc.





# a new concept of cash register design

If there is *one* cash register which fully meets the performance and budget needs of *all* small and medium size retailers—surely it is the magnificent new Regna DeLuxe! A cash register . . . an adding machine . . . a bookkeeping machine—it is ideally suited for the multiple functions of cash protection, cash-credit control and general figurework. Sturdy, precision-built, soft-spoken . . . virtually maintenance-free! And note the Regna's trim, rounded styling: so elegant, compact, unobtrusive. Yet for all this versatility and beauty, the Regna is low-priced, within easy reach of the smallest storekeeper! New manual or electric models with through-colored Carbamide cases in green, ivory and maroon.



Regna can print double cash receipts (one for store, one for customer).

Visible item indication shows clerk and customer individual items, total.

A complete stock of Regna parts is located in service centers throughout the U. S.

New square-shaped "sculptured" keys are far easier and faster to operate.

Electrically and hand operated models with or without indication.

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Monretal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.
OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

**Regna Cash Registers, Inc.**
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please send details and prices on the Regna Deluxe Cash Register plus information about becoming a Regna dealer.

Name.....

Company.....

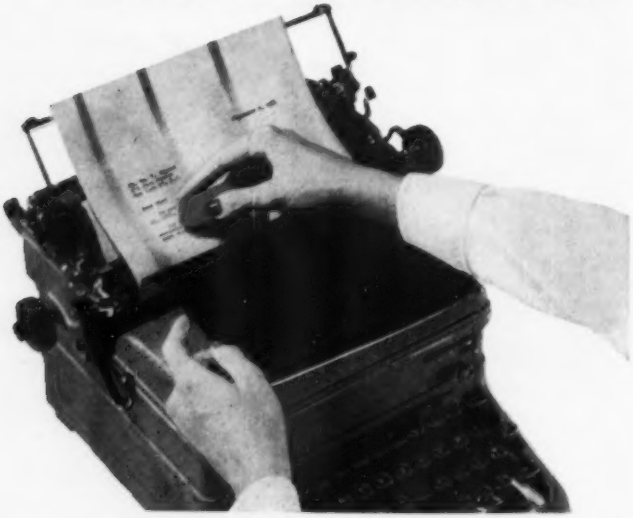
City.....Zone.....State.....



# YOU CAN CUT FIGUREWORK COSTS

# No streaks!

## —with FLAGSHIP



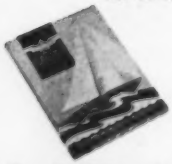
Streaks (roller marks) have been voted the most baffling problem in getting out perfect carbon copies — especially with the high feed-roll tensions of modern typewriters.

Now, with Flagship's newest metallic-back carbon paper development you have the easily proved, quickly demonstrated answer to that problem.

Roller marks are out! Clean, perfect copies of brilliant color strength and fine erasability are *in* — for *good* — with Flagship.

And Flagship can be counted on to lead the race for a genuinely better carbon paper that will give more satisfaction to more customers. If you are not getting results with "the line you have always bought" Flagship may be your answer.

Let us tell you more about Flagship. Make it a point to call or write us today.



**FLAGSHIP** is curl-proof, with smudgeless erasures. The metallic back makes it easier to handle, wear longer and give sharp, permanent copies. Meets the needs of more people, with fewer weights and writing strengths.

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General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3404 So. Main, Los Angeles 7, Calif.

# *YOU* CAN CUT FIGUREWORK COSTS

***with a***

# MARCHANT...

***whatever your line of business!***

The fully-automatic MARCHANT *Figuremaster*

- **EASY TO USE**
- **EASY TO OWN**
- **EASY ON YOUR TIME**

Whether your figurework is heavy or light . . . complex or simple . . . there's a MARCHANT calculator exactly suited to your needs that will do your figuring in a fraction of the time you're now spending.

● Call the local MARCHANT MAN. A test run in your own office will show that a MARCHANT calculator saves so much time you can't afford to do without one.

*Any way you figure . . . it's*

MARCHANT AMERICA'S FIRST *Calculators*

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Find out how a MARCHANT calculator will help cut your figurework costs and lighten your figuring burden. Mail this coupon with your business letterhead for free . . .

Index to Modern Figuring by Marchant Methods . . . . . ☐

Descriptive literature on Marchant Calculators . . . . . ☐

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315 Fourth Avenue, New York 10, N.Y.

Recent laboratory tests show the new ADDO-X is *speedier* and requires *far less energy to operate* than the four other well-known comparable machines on the market. All this, plus the exclusive Step-O-Matic Lever offers calculator performance at adding machine cost when multiplying.

ADDO-X's *lightness and shortness of key action* minimizes finger travel and saves operator's energy. Figures based on an 8 hour working day:

Machine "A" required 56% more energy
Machine "B" required 66% more energy
Machine "C" required 159% more energy
Machine "D" required 270% more energy

*Write for descriptive literature, Dept. O*

**ADDO** MACHINE COMPANY, INC., 145 WEST 57TH STREET, NEW YORK 19, N.Y., CIRCLE 5-6940

WEST COAST BRANCH

WESTERN ADDO MACHINE CORP., 2921 BEVERLY BLVD.
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Illustrated:
M-8000, Executive Posture Chair.
M-5000, Matching Side Arm Chair.

There is a touch of magic in the way MILWAUKEE METAL-LUX Chairs transform an office from the ordinary into the realm of distinction. METAL-LUX dealers capitalize on this quality of distinction. These are the chairs that give them every selling advantage: the merit of clean, modern beauty never before attained in a metal chair, superlative comfort and construction—and such obvious good value. MILWAUKEE METAL-LUX sells on sheer superiority.

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## *Custom-Made to Your Requirements*

### STORMS SERVICE BUREAU

The Storms Service Bureau is ready to help you with special applications of carbon paper, inked ribbons and carbon rolls. You are invited to consult with Storms any time you get such requests from your customers. No obligation, of course.

THERE'S a STORMS Private Brand Plan to fit the needs of every dealer . . . large or small. Do as other satisfied dealers have done for over 50 years . . . call upon STORMS for the finest Carbon Paper, Carbon Rolls and Inked Ribbons. Use the coupon below for complete information and samples.

# H. M. STORMS COMPANY

**STORMS BUILDING, BROOKLYN 38, N. Y.**

Ready for you NOW — the new 1955 Storms Catalog . . . 32 pages of quick reference to hundreds of items. Write for your copy TODAY!

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**Gentlemen: We are interested in the Storms Private Brand Program.**

☐ **Please send us complete information and samples.**
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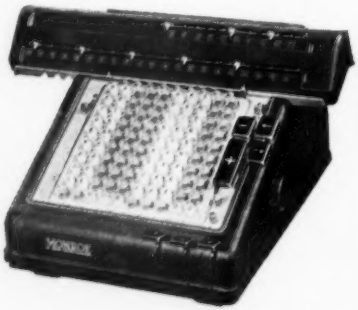
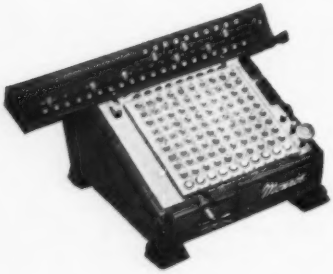
# MONROE CALCULATORS

## Rebuilt *and* Rough

For the very best in both rebuilt and rough Monroe Calculators, there are many advantages in dealing with Calculator Equipment Corporation. It is the only outlet directly authorized by Monroe to distribute its equipment of this kind in foreign countries.

Every rebuilt machine offered by Calculator Equipment has been expertly reconditioned by highly trained mechanics with genuine factory-made parts, and is in excellent operating condition. If you prefer to have rough Monroes to finish yourself, you can depend on Calculator Equipment to furnish them *complete* and of finest quality.





All rebuilt and rough Monroe Calculators sold by Calculator Equipment Corporation are priced attractively so that you can make a fast turnover . . . with good profits.

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**CALCULATOR EQUIPMENT CORPORATION**

**556 Central Avenue, Orange, New Jersey, U. S. A.**

Please send information about rebuilt and rough Monroe Calculators, also price list.

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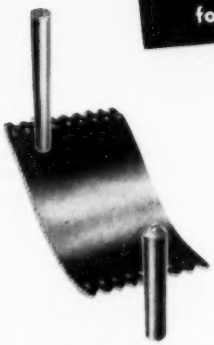
# THE WINNAH!

## Beats 'em all for durability

**MERCURY-LITH ROLLERS AND BLANKETS**
for Multilith printing machines

**MERCURY-GRAPH ROLLERS**
for Multigraph duplicating machines



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You get extra mileage from these superior rollers and blankets because they are extra durable. They are built to meet the same severe standards as the heavy duty rollers and blankets used on the world's largest lithographic and printing presses. As a result they outlast ordinary duplicator accessories and give far finer reproduction. Try a set and see the difference.

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**Eastern Office: 800 McCarter Highway, Newark 5, N. J.**

When competition gets keen . . . when buyers compare . . . sales depend on quality of product!

For years Schweitzer have been safeguarding the quality of best-selling carbon papers by supplying the finest papers for carbonizing that modern science can create.

Only paper of the proper degree of absorbency, uniform texture and freedom from impurities can assure you of uniform absorption in the coating process. Only paper created specifically for its use can give satisfaction in performance.

Carbon Paper Manufacturers who insist on the best insist on Schweitzer Paper for Carbonizing—TOPS BY TEST for absorbency, purity, strength, and uniformity of texture.

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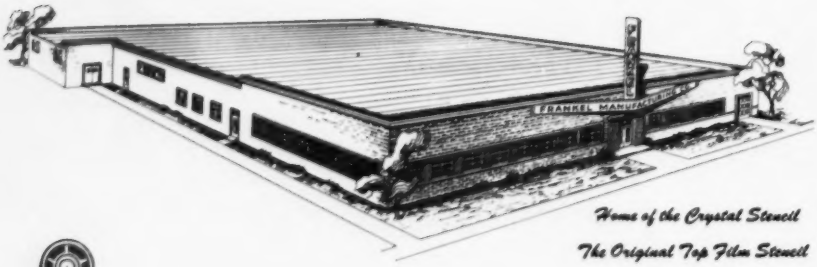
NEW HOME
FRANKEL MANUFACTURING COMPANY
DENVER, COLORADO

## *Nearly a Half Century of Manufacturing Know How*




*Home of the Crystal Stencil*
*The Original Top Film Stencil*
*Since 1930*

40,000 SQUARE FEET
DEVOTED EXCLUSIVELY TO
**DUPLICATING SUPPLIES**

## *The House That Quality Built*

**Equipped with the most modern precision machinery and equipment — invented and designed by our own skilled specialists, and built in our own machine shops — this new daylighted FRANKEL building houses one of the finest plants of its kind in the world — devoted exclusively to the research, development and manufacture of stencil paper, typewriter ribbons and other duplicating supplies.**

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# YOU ARE LOOKING AT THE *NEW Olympia*

**MEDIUM SIZE OFFICE TYPEWRITER WITH STANDARD MACHINE ACTION**

It has everything you need—and more! Its 13 inch carriage will accommodate all forms of letters usually needed in the office or home. It is the ideal machine for the small office and professional man, as well as the individual business man.

OLYMPIAS ARE SOLD EVERYWHERE BY MANY REPUTABLE OFFICE MACHINE DEALERS!

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# IT'S FREE AND IT'S PACKED WITH IDEAS THAT SHOW HOW COLITHO OFFSET DUPLICATING PLATES CAN STREAMLINE YOUR BUSINESS PAPER-WORK

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Clip this coupon and mail with your letterhead for your FREE copy of the Colitho Idea Folio.

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THE "ONE-WRITE" WAY TO RUN A BUSINESS

Colitho Division, COLUMBIA RIBBON AND CARBON MFG. CO., Inc.
953 Herb Hill Road, Glen Cove, N. Y.

*Send me the Folio of Colitho Application Ideas.*

Name_____

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City_____ Zone_____ State_____

# NEW Books

***FUNDAMENTALS OF AUDITING** by R. K. Mautz. John Wiley & Sons, 440 Fourth Ave., New York 16, 443 pp., $6.*

This is a text for a first or elementary undergraduate course, not for practising accountants. The author, who is professor of accountancy at the University of Illinois, rightly believes it unlikely than one book can serve students and auditors because of the difference in their experience. It explains basic audit techniques and their application, and should be helpful to those preparing for CPA exams. Includes work paper illustrations and problems.

***MUNICIPAL AND GOVERNMENTAL ACCOUNTING** by Irving Tenner. Prentice Hall, Inc., 70 Fifth Ave., New York 11, 569 pp., $8.65.*

The third edition of this work, enlarged to cover not only governmental units but institutions such as hospitals, colleges and universities. The book is consistent with principles established by the National Committee on Governmental Accounting and the Municipal Finance Officers Assn., and includes changes made by the former since publication of the second edition.

***DO YOU CLOSE YOUR BOOKS ON NEW YEAR'S EVE?** American Institute of Accountants, 270 Madison Ave., New York 16, 11 pp., Free.*

The natural business year of any company covers an annual cycle of activity ending when inventories, receivables and loans from banks are lowest. The calendar year is seldom best for a company's fiscal year. Booklet contains a chart form to determine your natural business year.

*(Continued on page 176)*

**HAVE YOU A**

**Pencil Problem?**

**Does your present writing pencil wear down too quickly, snap too easily, or mark too lightly?**

**Are you using a *kind* of colored pencil ill-adapted to your work?**

**Are you having trouble finding the right pencil for some special job?**

**Whatever the problem, WRITE OUR *PENCIL ADVISORY SERVICE.***

**At one time or another, we've been asked almost everything about pencils.**

**If we don't know the answer, we have our own research laboratory to find out.**

**From our many kinds, qualities, degrees, and colors of writing, drawing, sketching, marking, coloring, copying, shorthand, charcoal, carpenter, moisture-proof, and other specialized pencils we can almost surely pick the one best suited to your purpose . . . tell you why we recommend it . . . and send you samples to test in your own hand.**

***Just write on your company letterhead. Explain your problem. We'll be glad to help.***

EAGLE

Pencil Advisory Service, D-3

**EAGLE PENCIL COMPANY**

703 East 13th Street, New York 9, N.Y.

**World's largest manufacturer of quality pencils**

# No EGYPTIANS Required

Ever have work from your office duplicators come out looking like early hieroglyphics? . . . filled letters, smudges, blots? The culprit may be just plain lint.

You see, lint from some papers is picked up by the blanket or plate . . . then takes on ink . . . and leaves a dot or line on the finished copy. The more lint, the more unexpected dots or lines.

The remedy is as simple as the cause. Use Eastern's lint-free duplicating papers. Special surfacing and sizing built into these fine papers eliminates the possibility of a "linty" surface . . . assures clean, clear impressions on every job.

For top quality work on stencil, spirit or offset duplicators . . . for papers that look well, print well and permit fast, trouble-free operation, use Eastern's Office Papers:

ATLANTIC BOND, ATLANTIC MIMEO BOND, ATLANTIC OPAQUE, ATLANTIC DUPLICATOR, MANIFEST MIMEO BOND, MANIFEST MIMEO, and MANIFEST DUPLICATOR.

For sample packets or sheets write or call.

use ATLANTIC BOND *Business* PAPER

EASTERN E

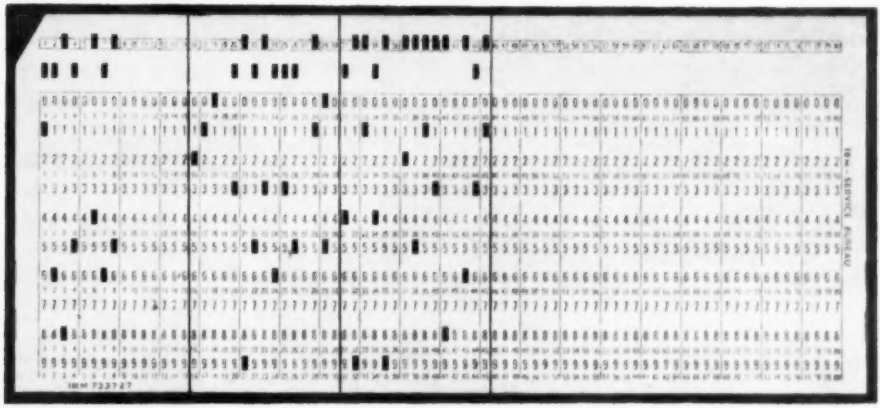
MADE BY EASTERN CORPORATION • BANGOR, MAINE

# One-Line Tabulator Addressing

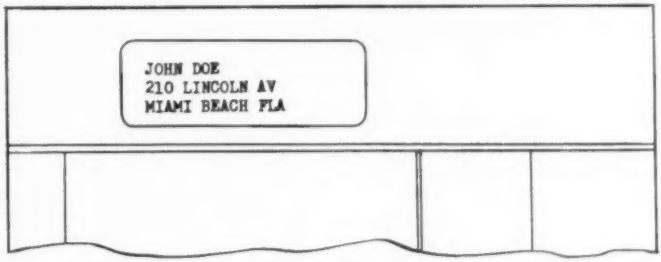
MARIO BANFI, *President* H. B. WILSON, *Vice President*
*Machine Timer Co., Staten Island, N. Y.*

FOR YEARS the addressing of mail has followed a conventional pattern dictated by ancient custom: the name on the first line, the street address on the second, and the city and state on the third. The attempt to gain greater efficiency in the office requires a re-evaluation of this outmoded practice of addressing. Although at one time addressing was accomplished by hand, followed by use of the typewriter, much of today's addressing is done by other business machines.

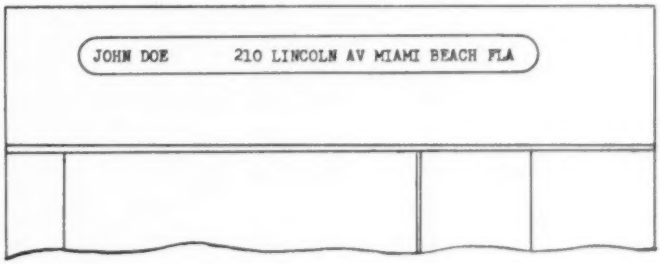
Millions of addresses are prepared



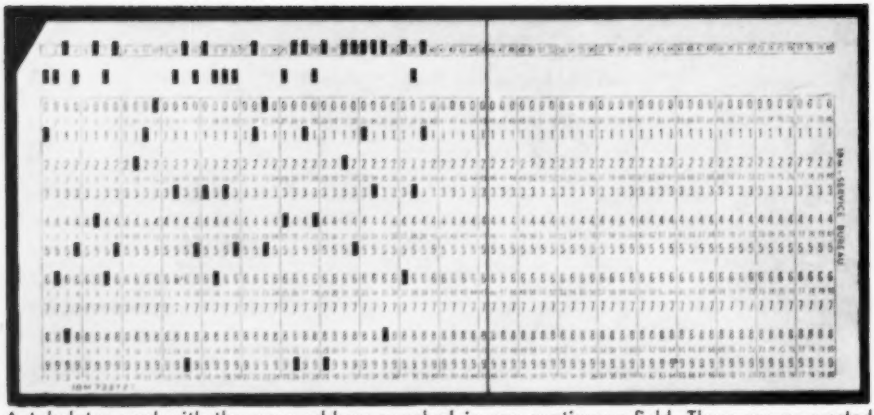
A tabulator card with address punched in three 15-column fields.



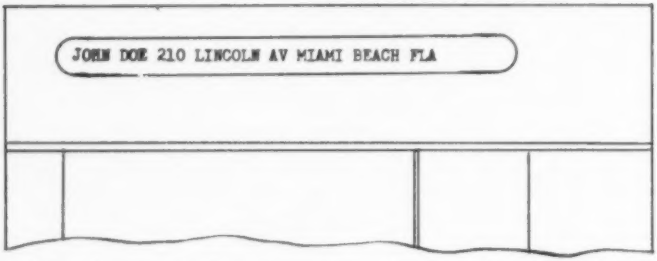

A bill addressed in the conventional manner from the above tabulating card.




This bill's one-line address was printed from above tabulating card with two less tabulator cycles.



A tabulator card with the same address punched in one continuous field. There are no wasted columns between the parts of the address. No part of the address is limited to the size of its own field. New cards like this can be punched and integrated with previously punched cards like the one on page 67.




Bill with one-line address printed from above tabulator card.

weekly in a cumbersome, expensive manner on tabulating equipment, not because the equipment cannot do the job more efficiently but rather because of adherence to convention. Several methods are used to produce addresses and each is subject to improvement through increased machine productivity. Whether the address is tabulator printed from three fields on a single tabulating card, or printed from three tabulating cards each being the source of one of the elements of the address, the speed of producing addresses can be increased up to 100% by printing the entire address on a single line.

It would appear that the following advantages would accrue in most machine room installations from the adoption of single line tabulator addressing:

1. The address can be printed in two cycles of the tabulator. The first cycle prints the complete address and the second moves the document from the printing position and replaces it with the next document. This applies regardless of whether the document being addressed is a tabulating card or check (to be read through a window envelope), a single sheet, an envelope or a continuous form. If all the printing on a document can be accommodated on one line, such as unemployment compensation checks, payroll checks, W-2 forms, etc., the tabulating machine time and the time of personnel required to run the machines can be cut at least in half, since three or more print cycles are presently required versus one with single line addressing.

2. The columns of a tabulator card required for the punched information

can be reduced from three fields to one field, the latter being smaller than the total of the three, thus making available the use of additional columns. If under present addressing methods three 15-column fields are provided for the name and address, the single line address plan can be designed with the allocation of 40 columns for the entire address. This is because the street and number can be punched immediately following the name and the city-state immediately following the street. The availability of a few additional columns on a tabulating card for other purposes may permit obtaining added data not otherwise possible.

3. Less editing of source material for punching is required. Even if any element of the name and address consists of more than 15 characters, the complete address should fit in a 40-column field without editing. The exception would require some editing, but less than heretofore.

The simplest conversion to single line addressing would be installations where the source of address information is contained in three fields on a single tabulating card. Re-wiring the plug board on the tabulator (or the equivalent for mechanical tabulators) will permit addressing on a single line. In addition, the space allocated to the address on the printed document and the window in the envelope, if any, must be redesigned. In this type of conversion the three elements of the address will appear on the printed document with the first letter of each always appearing in the same position. However, new cards can be punched without regard to fields on the cards and one or two spaces can be provided between each element of the address.

If your present system has the name and address on three cards, it will be necessary to reproduce the three cards into a single card to gain the advantage of single line addressing. The authors have checked with the postal authorities and have been informed that there are no legal restrictions against the use of single line addressing.

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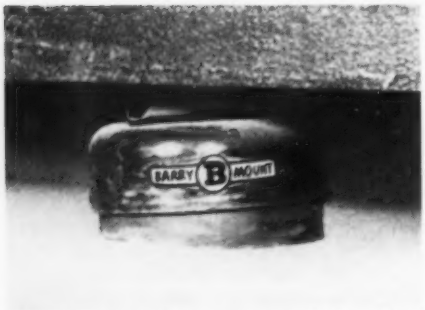
# Noise Reduced in Office Below Machines

A LEADING manufacturer of machine tools, Bullard Co., Bridgeport, Conn., was faced with a serious noise problem in their new office building. One of their second floor offices contained 35 electric office machines including calculators, summary punches, tabulators, sorters, etc. When in operation, the machines caused excessive vibration, resulting in the noise problem.

Bullard's service department was located directly under this office. The duties of the 15 people working in the service department involved direct telephone contact with Bullard's customers. Their work entailed the dispatching of servicemen by phone throughout the U. S. It was therefore vital that the service department clearly hear and understand all service requests. Although the service department was built with acoustical ceilings, it was impossible for the personnel to conduct their work intelligently. The enormous amount of noise from the office machines' vibrating against the floor above, prevented the personnel from functioning efficiently.

The solution to this problem entailed the elimination of the vibration caused by the office machines. If the vibration could be removed, the noise would automatically disappear. Bullard called in a representative of Barry Corp., Watertown, Mass., manufacturers of shock and vibration isolation equipment, to help solve the problem. The Barry representative explained that the noise resulted from the floor and building amplifying the office machine vibration by




The Barry machine mount which solved Bullard's noise problem.

acting as a sounding board. This effect was comparable to the classroom demonstration of striking a tuning folk and placing it on one end of a table top. The fork's small vibration was transmitted to the large table surface which was forced into vibrating at the same frequency. The much larger surface radiated considerably more sound. If one placed his ear on a remote part of the table top, the vibrating fork was readily audible.

However, if the vibrating fork was held in the hand the radiated sound would barely be detected. This theory was the solution to the problem. By isolating the vibrating machines from the floor and the building, the machines float. This would prevent the noise from being amplified and transmitted to other parts of the building.

Each office machine was mounted on from 4 to 6 Barry office mounts. The number of mounts were selected specifically for each machine to furnish the proper vibration isolation. The engineered mounts successfully isolated the floor and the building from the machine vibration with dramatic results. According to Robert Graf, maintenance engineer at Bullard Co., the little noise created by the service department's air conditioning system is now "far more audible than the noise resulting from the office machines." "We found," Mr. Graf pointed out, "that not only has the original noise dropped below normal room level, but it has been completely removed from the floor below."

Some of the 35 machines that made noise a problem for Bullard Co., Bridgeport, Conn.

# Mechanical Budget Accounting

JACK H. KELLEY

*Fiscal Director, Oklahoma State Planning & Resources Board, Oklahoma City*

ABOUT a year ago, the Oklahoma Planning and Resources Board created a fiscal department charged with the responsibility of maintaining governmental and commercial records for all of its divisions and branches. These divisions include State and Industrial Planning; Water Resources; Forestry; Tourist Bureau; and Recreation and State Parks, under whose jurisdiction are 14 state parks and numerous smaller recreational areas, as well as state monuments and memorials.

The Oklahoma Legislature made a two-year appropriation of over $2,000,000 for salaries, operating expenses and capital improvements. Specific amounts were earmarked for various divisions and branches. The Planning and Resources Board also has under consideration a new issue of revenue bonds exceeding $7,200,000 for improvement of the state park system. For these reasons it became evident that our manual bookkeeping system would be unable to cope with the vast number of claims that would be coming in against the various appropriations and the greater income to be derived from new facilities.

We had to add several people to the bookkeeping department or else employ adequate machine bookkeeping methods, if such could be found. After complete investigation, we decided on the purchase of two National Class 32 typewriter-bookkeeping machines. They have done such an outstanding job on all phases of our accounting that I feel a description of our system will interest other state and municipal financial executives.

One machine handles six general ledgers, one for each division plus a separate ledger for Lake Murray. (A major development program was completed at Lake Murray State Park in 1949 at a cost of $850,000, financed by self-liquidating revenue bonds. The bond resolution called for maintenance of a separate ledger.) Altogether there are 399 individual ledger accounts.

The general ledger forms are shown in Fig. 1. Income control cards are maintained for each park and for the Division of Forestry. These cards reflect totals of individual income accounts and at the same time reconcile with the respective State Treasurer Official Depository Accounts.

Notice in the illustration that the journal and ledger are made simultaneously, and that separate balances for debits and credits, as well as the net balance for each account, are automatically computed and printed by the machine. Proof of balance pick-up is obtained *before* posting to the ledger card (see left side of journal). The .00, automatically printed by the machine,

The author at his desk.

GENERAL JOURNAL

| BALANCE PICK-UPS | | | | | | | ITEMS | | TOTALS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL DEBITS | TOTAL CREDITS | BALANCE | NO | DATE | REMARKS | FOLIO | DEBITS | CREDITS | DEBITS | CREDITS | BALANCE |
| 7,536.50 | 7,788.77 | 252.27 CR | | | | | | | | | |
| 7,536.50 | 7,797.77 | 261.27 CR | 008 | MAY 11 54 | BOAT DOCK DEPOSITS | CCR 192 | | 9.00 | 7,536.50 T | 7,797.77 T | 261.27 CR |
| 1.50 | 9,189.83 | 9,188.33 CR | 008 | MAY 11 54 | BOAT DOCK DEPOSIT REFUNDS | CCR 192 | 9.00 | | 7,545.50 T | 7,797.77 T | 252.27 CR |
| | 9,215.25 | 9,215.25 CR | 008 | MAY 11 54 | BOAT RENTALS | CCR 192 | | 8.00 | 1.50 T | 9,197.83 T | 9,196.33 CR |
| | 8,201.55 | 8,201.55 CR | 008 | MAY 11 54 | FISHING LICENSE SALES | CCR 192 | | 8.00 | .00 T | 9,223.25 T | 9,223.25 CR |
| 24.00 | 635.80 | 611.80 CR | 008 | MAY 11 54 | BOAT PERMITS | CCR 192 | | 12.50 | .00 T | 8,214.05 T | 8,214.05 CR |
| | | | 008 | MAY 11 54 | BOAT STALL RENTALS | CCR 192 | | 129.60 | 24.00 T | 765.40 T | 741.40 CR |

Lake Murray

GENERAL LEDGER

ACCOUNT NO. _____
SHEET NO. 3

NAME OF ACCOUNT Boat Stall Rental

| DATE | REMARKS | FOLIO | ITEMS DEBITS | ITEMS CREDITS | TOTALS DEBITS | TOTALS CREDITS | BALANCE |
|---|---|---|---|---|---|---|---|
| APR 21 54 | BOAT STALL RENTAL | CCR 180 | | 263.20 | .00 T | 263.20 T | 263.20 CR |
| APR 21 54 | REFUND BOAT STALL RENTAL | CCR 180 | 24.00 | | 24.00 T | 263.20 T | 239.20 CR |
| APR 26 54 | BOAT STALL RENTAL | CCR 181 | | 36.00 | 24.00 T | 299.20 T | 275.20 CR |
| MAY 3 54 | BOAT STALL RENTAL | CCR 184 | | 42.00 | 24.00 T | 341.20 T | 317.20 CR |
| MAY 4 54 | BOAT STALL RENTAL | CCR 185 | | 13.50 | 24.00 T | 354.70 T | 330.70 CR |
| MAY 5 54 | BOAT STALL RENTAL | CCR 187 | | 251.60 | 24.00 T | 606.30 T | 582.30 CR |
| MAY 7 54 | BOAT STALL RENTAL | CCR 189 | | 29.50 | 24.00 T | 635.80 T | 611.80 CR |
| MAY 11 54 | BOAT STALL RENTAL | CCR 192 | | 129.60 | 24.00 T | 765.40 T | 741.40 CR |

Fig. 1. The general ledger and general journal are written simultaneously by machine. Separate balances for debits, credits and overall balance are proved each time before posting (at extreme left side of journal).

Two National Class 31 machines handle all accounting work, keeping figures up-to-date and in proof for 399 individual general ledger accounts and 960 separate allotment accounts.

proves that balances were picked up correctly. If an error is made, the amount of that error will print, instead of zeros, and it is corrected immediately, before that particular posting takes place.

Consolidated cash reports from the field, together with an advice or deposit card from the designated official depository bank, represent the original source of entry (Fig. 2). From the cash reports, memoranda of journal entry are made (Fig. 3). Debit and credit totals are run to assure correct balances before entries are made on the machine.

The other machine records all allotments, encumbrances, liquidations and expenditures for each of 29 appropriated funds and three revolving funds. There are 960 separate accounts in the allotment ledger.

As you can see in the illustration of allotment forms (Fig. 4), the register and ledgers are posted at the same time. The ledgers are complete in every detail. Figures for current allotment, expenditure, unexpended balance, outstanding encumbrances and unencumbered balance are automatically figured and printed by the machine each time a posting is made. Journal columns for expenditures and for encumbrances placed or liquidated accumulate vertically as figures are posted.

In addition to the individual object ledgers, one of which (Household Equipment at Lake Murray State Park) is shown in Fig. 4, we also maintain overall fund control cards for the 29 appropriated funds and three revolving funds. It is a simple matter to keep these up-to-date. After the individual object cards for any one fund are posted, the machine-accumulated totals are then posted to the control card. Thus we have up-to-date figures not only on the object cards but on the fund control cards as well, at all times.

Allotments are made quarterly, directly from the budgets requested by the division directors. All information with respect to the amounts allotted to each division, branch, fund, project and object is shown in detail on the budgets, and totaled and proved by the control desk before any entry is made on the machine.

Large purchase orders (Fig. 5) are made in triplicate. The original is sent to the vendor, the second copy goes to the State Budget Office, the third copy

OKLAHOMA PLANNING AND RESOURCES BOARD
Division of Recreation and State Parks

CONSOLIDATED CASH REPORT
No. 192

From Lake Murray State Park Ardmore, Okla. Date 5-11-54

| Receipts | Lodge | Boat Docs | Park Office | Total |
|---|---|---|---|---|
| Lodge and Cabin Receipt | | | | |
| Rentals Received | | | | |
| Gate | | | | |
| Boats | | 8.00 | | 8.00 |
| Motors | | | | |
| Boat Stalls | | 129.60 | | 129.60 |
| Group Camps SP 11 | | | 55.00 | 55.00 |
| Fishing Licenses | | 8.00 | | 8.00 |
| Boat Permits | | 17.50 | | 17.50 |
| Lines and Dishes | | | 5.00 | 5.00 |
| Gasoline and Oil | | 10.74 | | 10.74 |
| Boat Accessories | | | | |
| Deposits | | | | |
| Cabins | | | | |
| Boats - Motors | | 9.00 | | 9.00 |
| Group Camps # 3 | | | 9.00 | 9.00 |
| Concessionaires | | | | |
| Miscellaneous Income | | | | |
| Fed. Pump Mach. Plac | 8.00 | | | 8.00 |
| Sales Tax Collected | | .16 | 1.20 | 1.36 |
| Total Cash Received | 8.00 | 177.50 | 70.20 | 255.70 |
| Deduct - Cash Disbursements | | 9.10 | 15.00 | 24.10 |
| Net Cash Received | 8.00 | 168.40 | 55.20 | 231.60 |
| Deduct - Bank Deposits | 8.00 | 168.40 | 55.20 | 231.60 |
| Cash - Long, Short | | | | |

Remarks

Andrew Shaw
Signature

DUPLICATE
ADVICE OF DEPOSIT
First National Bank
Name of Bank
Ardmore Oklahoma
Location

WE CREDIT
A. S. J. SHAW
STATE TREASURER AND OFFICIAL DEPOSITORY

| DEPOSIT FOR | AMOUNT |
|---|---|
| Oklahoma Planning And Resources Board | 231 60 |

WE CREDIT
A. S. J. Shaw
DATE May 12, 1954
Vera M. Cline
Cashier

NOTE:
This Duplicate Advice of Deposit is required to be filled out by the bank receiving deposit to treasurer's credit, and shall be retained by the officer or institution making deposit.

No. 192

**Fig. 2. Consolidated cash reports from other departments, together with advice of deposit, represent official sources for entry into the general ledger.**

is used as a posting medium and then filed in the Fiscal Department. Source of entry for all expenditures, including liquidation of encumbrances, is a triplicate invoice obtained from the vendor. The coding supervisor prepares a memorandum to the typist and a memorandum of journal entry showing the division, branch, fund and object or objects. The memoranda are sorted by project and fund and are totaled before being given to the machine operator.

Our revised accounting system utilizing the accounting machines provides advantages as follows:

1. Complete general ledger information.
2. Control over all funds received and balances on each fund.
3. Balances on cash bank accounts.
4. Revenue by department within each project.
5. Expenditures by fund by project.
6. By project: total allotments, encumbrances, expenditures, unexpended balances, outstanding encumbrances and unencumbered allotment balances.
7. Expenditures by object within each fund.
8. By object: the same information as shown under No. 7.
9. Expenditures by department with-

OKLAHOMA PLANNING & RESOURCES BOARD

ACCOUNTING DIVISION

Memorandum of Journal Entry

Lake Murray State Park

CCR# 19X DATE 5-11-54

| | NAME OF ACCOUNT | DEBIT | CREDIT |
|---|---|---|---|
| LODGE AND CABINS | | | |
| 1 | Cash on Hand | 8.00 | |
| 2 | Cash on Hand | | 8.00 |
| 2 | Official Depository Acct. 114-B | 8.00 | |
| 2 | Accounts Receivable | | 8.00 |
| BOAT DOCK | | | |
| 3 | Cash on Hand | 177.60 | |
| 4 | Cash on Hand | | 7.00 |
| 5 | Cash on Hand | | 167.60 |
| 5 | Official Depository Acct. 114-B | 167.60 | |
| 3 | Boat Dock Deposits | | 7.00 |
| 4 | Boat Dock Deposits | 7.00 | |
| | Cash Variance | | |
| 3 | Boat Rentals | | 8.00 |
| | Motor Rentals | | |
| 3 | Boat Stall Rentals | | 127.60 |
| | Boat Slip Rentals | | |
| 3 | Boat Permit Sales | | 17.50 |
| 3 | Gasoline and Oil Sales | | 10.24 |
| 3 | Fishing License Sales | | 8.00 |
| | Vending Machine | | |
| 4 | Telephone Calls | 10 | |
| 3 | Sales Tax Collections | | 6 |
| | Other (Specify | | |
| CONCESSION INCOME | | | |
| | Cash on Hand | | |
| | Cash on Hand | | |
| | Official Depository Acct. 114-B | | |
| GROUP CAMP | | | |
| 6 | Cash on Hand | 70.70 | |
| 7 | Cash on Hand | | 15.00 |
| 8 | Cash on Hand | | 55.70 |
| 8 | Official Depository Acct. 114-B | 55.70 | |
| 6 | S.P.U. | | 55.00 |
| 6 | Lessons & Services | | 5.00 |
| 6 | Sales tax collected | | 1.70 |
| 7 | Refund Group Camp deposit | 15.00 | |
| 6 | Group Camp deposits | | 9.00 |
| OTHER INCOME | | | |
| | Cash on Hand | | |
| | Cash on Hand | | |
| | Cash on Hand | | |
| | Official Depository Acct. 114-B | | |
| TOTAL DEPOSITS TO ACCT. 114-B | | 221.60 | |
| GRAND TOTALS | | 511.40 | 511.40 |

Initial _____

Fig. 3. Memoranda of journal entries are made from cash reports. Debit and credit totals are balanced before entries are made by machine in the general ledger.

**REGISTER OF ALLOTMENTS, CLAIMS AND DISBURSEMENTS**

FUND

| BALANCE PICK-UPS: ALLOTMENT | BALANCE PICK-UPS: EXPENDITURES | BALANCE PICK-UPS: OUTSTANDING ENCUMBRANCES | BALANCE PICK-UPS: UNENCUMBERED BALANCE | JN | DATE | OBJECT NUMBER | FUND | EXPLANATION | REFERENCE NUMBER: PO OR NO | REFERENCE NUMBER: CLAIM NO | ENCUMBRANCES: PLACED | ENCUMBRANCES: LIQUIDATED | EXPENDITURE | ALLOTMENT INC. OR DEC. | TOTALS TO DATE: ALLOTMENT | TOTALS TO DATE: EXPENDITURES | BALANCES: UNEXPENDED | BALANCES: OUTSTANDING ENCUMBRANCES | BALANCES: UNENCUMBERED BALANCE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | BALANCES FORWARDED | | | | | | | | | | | |
| 800.00 | | | 800.00 | 00 | NOV 26 56 | 4TH QTR. ALLOTMENT | | | | | | | | 800.00 | 800.00 | .00 | 800.00 | .00 | 800.00 |
| 800.00 | | 136.20 | 663.80 | 00 | NOV 26 56 | 31 | 154 | TIRE APPLIANCE CO | 57 | | 136.20 | | | | 800.00 | .00 | 800.00 | 136.20 | 663.80 |
| 800.00 | 136.20 | | 663.80 | 00 | NOV 25 56 | 31 | 154 | TIRE APPLIANCE CO | 57 | 340 | | 136.20 | | | 800.00 | 136.20 | 663.80 | .00 | 663.80 |
| 800.00 | 136.20 | 85.90 | 577.90 | 00 | NOV 26 56 | 31 | 154 | HARR E JACK | 100 | | 85.90 | | | | 800.00 | 136.20 | 663.80 | 85.90 | 577.90 |
| 800.00 | 222.10 | | 577.90 | 00 | NOV 26 56 | 31 | 154 | HARR E JACK | 100 | 441 | | 85.90 | | | 800.00 | 222.10 | 577.90 | .00 | 577.90 |
| 800.00 | 222.10 | 50.50 | 527.40 | 00 | NOV 26 56 | 31 | 154 | J G JONES | 150 | | 50.50 | | | | 800.00 | 222.10 | 577.90 | 50.50 | 527.40 |
| | | | | 00 | NOV 26 56 | 31 | 480 | M T SMITH | 412 | | 127.25 | | | | 800.00 | 222.10 | 577.90 | 177.75 | 600.15 |

**ENCUMBRANCE AND EXPENDITURE LEDGER**

TITLE OF ACCOUNT: Household Equipment, Lake Murray State Park (PROJECT) (OBJECT) (DEPARTMENT)

ACCOUNT NO: 31

SHEET NO: 1

| DATE | OBJECT NUMBER | FUND | EXPLANATION | REFERENCE NUMBER: PO OR NO | REFERENCE NUMBER: CLAIM NO | ENCUMBRANCES: PLACED | ENCUMBRANCES: LIQUIDATED | EXPENDITURE | ALLOTMENT INC. OR DEC. | TOTALS TO DATE: ALLOTMENT | TOTALS TO DATE: EXPENDITURES | BALANCES: UNEXPENDED | BALANCES: OUTSTANDING ENCUMBRANCES | BALANCES: UNENCUMBERED BALANCE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | BALANCES FORWARDED | | | | | | | | | | | |
| NOV 26 56 | 4TH QTR. ALLOTMENT | | | | | | | | 800.00 | 800.00 | .00 | 800.00 | .00 | 800.00 |
| NOV 26 56 | 31 | 154 | TIRE APPLIANCE CO | 57 | | 136.20 | | | | 800.00 | .00 | 800.00 | 136.20 | 663.80 |
| NOV 25 56 | 31 | 154 | TIRE APPLIANCE CO | 57 | 340 | | 136.20 | | | 800.00 | 136.20 | 663.80 | .00 | 663.80 |
| NOV 26 56 | 31 | 154 | HARR E JACK | 100 | | 85.90 | | | | 800.00 | 136.20 | 663.80 | 85.90 | 577.90 |
| NOV 26 56 | 31 | 154 | HARR E JACK | 100 | 441 | | 85.90 | | | 800.00 | 222.10 | 577.90 | .00 | 577.90 |
| NOV 26 56 | 31 | 154 | J G JONES | 150 | | 50.50 | | | | 800.00 | 222.10 | 577.90 | 50.50 | 527.40 |
| NOV 26 56 | 31 | 480 | M T SMITH | 412 | | 127.25 | | | | 800.00 | 222.10 | 577.90 | 177.75 | 600.15 |

Fig. 4. The register of allotments, claims and disbursements is written automatically as a by-product of posting to the encumbrance and expenditure ledger. Note the automatic totals to-date for allotment, expenditures, unexpended balance, outstanding encumbrances and unencumbered balance.

in each project.

10. Description of cash received and description of claimant for encumbrance or expenditure.
11. Reduced possibility of error in posting to wrong fund or object.
12. All information on a current basis. All funds are easily reconciled with

Budget Division Form No. 2 (1947)
Not Valid Until Copy Is On File With the Director of the Budget

STATE OF OKLAHOMA
PURCHASE ORDER

(P.O. No.)
File No.:

To: K. T. Smith
612 West Main Street
Ship To: Oklahoma City, Oklahoma

Oklahoma Planning and Resources Board
533 State Capitol Building
Oklahoma City, Oklahoma

Deliver on or Before: Lake Murray State Park

Date: April 22, 1954

| Fund | Func. | Agency | Account No. |
|---|---|---|---|
| 154 | 9 | 565 | 0006 |
| Allot. No. | Purchase Order | | B. of A. Req. No. |
| | 412 | | |
| Agency Req. No. | | Terms | |

| Item No. | Quantity | Unit | Description | Unit Price | Amount | |
|---|---|---|---|---|---|---|
| 1. | 1 | Each | New K Compressor | | 116 | 50 |
| 2. | 4 | Each | Sight Glasses | | 6 | 00 |
| 3. | 1 | Each | Capacitor | | 4 | 75 |

Unless Otherwise Indicated All Prices are F.O.B. Destination | Prices Exclusive of Federal Tax | TOTAL AMOUNT $ 127.75

IMPORTANT INSTRUCTIONS TO DEPARTMENT, BOARD, COMMISSION OR INSTITUTION

Submit separate Claim and Receiving Report for each Purchase Order.

Purchase Order number must appear on each Claim, Receiving Reports and correspondence pertaining to this Order.

CHECKED WITH THE REQUISITION, AND ACCEPTED BID OR APPROVED CONTRACT

By_____ Chief Clerk

Department, Board, Commission or Institution's Copy | Posted to Records

Fig. 5. Third copy of purchase order is used as posting medium for allotment ledger.

the Division of the Budget and the State Treasurer. The advantages of current information by object over a period of ten months has already afforded an experience which will be invaluable in making more realistic budgets and future requests to the legislature.

At the most conservative estimate, three times as many people would be required to operate this system, using pen-and-ink methods. The cost of equipment, therefore, is insignificant in comparison to the labor saving attained. I might say further that the most elaborate kind of manual set-up could not produce the type of records we now have. A system like ours could be used by almost any state or municipality.

# A Photographic Inventory Method

**WALTER X. BRENNAN**

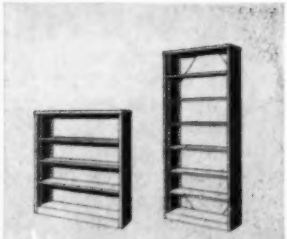
A PHOTOGRAPHIC method of copying records has cut several days off the annual inventory shutdown at General Aircraft Supply Corp., Detroit. After two annual trial runs it was established as a regular procedure.

The firm conducts a combined warehouse and store for wholesaling and retailing aviation and industrial supplies. It maintains perpetual inventory of 10,000 items on visible record cards filed in 200 slides. In previous years, before taking inventory, it was the custom to have a stenographer type lists of the items, with quantities and prices, on inventory worksheets. This required one girl's time for two weeks. There were the expected typing errors, and the inventory changed during the period of typing. Clerks taking inventory often were delayed by the errors.

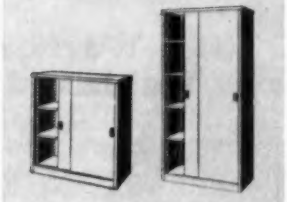
Larry Zygmunt, president of the firm, who is always looking for new ways of doing things better, hit upon the photographic idea. No photo fan himself, he called in an employee who was. Jumping to the opportunity to demonstrate his hobby, this employee brought in an old 9 x 12 cm. film pack camera and the project was under way.

The camera was clamped securely to a table and focussed on a drawer of cards which had been taken out of the filing case and propped against the wall. Two floodlights were used to light the cards. The file clerk removed the drawers and set them in position while the amateur snapped pictures. Within two hours and 200 pictures later the

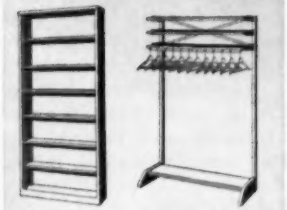
The perpetual inventory record file of General Aircraft Supply Corp., Detroit.



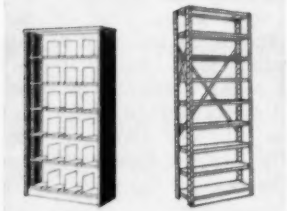
Bookcases and Storage Units



Sliding Door Storage Cabinets



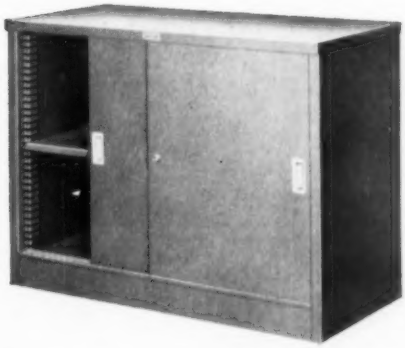
Library Shelving . . Wrap Racks



Open Shelf Files . . Steel Shelving

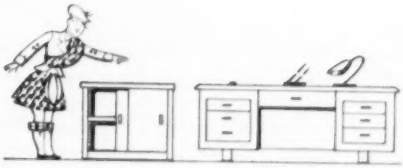
# Be Better Satisfied

## Buy Borroughs!



## "Desk-Hi" cabinets

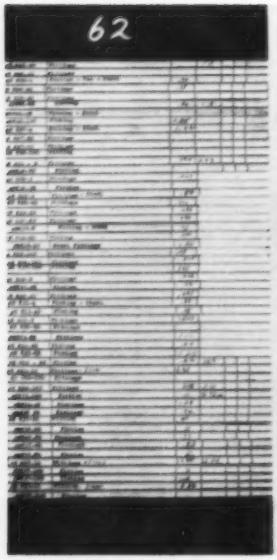
THERE'S A "DESK-HI" to fit your taste and fit your purse. Handy as the telephone . . in fact, it makes an ideal combination cabinet and telephone stand. 29" high . . 38" wide outside . . choice of two depths, 12" and 18" . . . available without doors, with steel sliding doors or with glass sliding doors . . and the sliding shelf is adjustable without bolting. It's no wonder Borroughs products are the best companions an office ever had. **May we send you our catalog?**



**BORROUGHS MANUFACTURING COMPANY**

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3002 NORTH BURDICK amp KALAMAZOO, MICHIGAN




A reproduction of one of the 8" x 10" prints on matte paper which is made of each file slide. The number at top is written on the frame with a grease pencil and becomes a page number in the binder. Space at right is for handwritten entries.

10,000 items were on film without an error. The films were sent out for processing and 8" x 10" prints were made on lightweight, matte finish paper which takes pen or pencil notations. Prints were punched to fit into binder covers and became worksheets for the various teams taking the physical inventory.

Because of the use of low contrast film, the prints were not the best, but were usable. Nevertheless the idea was proven and nearly a week was cut off of the usual 10-day shutdown for inventory. The photo method produced a huge saving in payroll, eliminated errors and, probably most important, resulted in only slight inconvenience to customers. The photo job was turned over to a professional in 1953 who used contrast film and a better camera to produce sparkling black-and-white prints.

Before photographing, each drawer is numbered with a grease pencil. These numbers became the page number and serve to locate the drawers when the data on the worksheets is transferred back to the file cards. As each worksheet is a picture of the drawer and its particular arrangement of cards, any error in reading drawer numbers when going back to the files is quickly apparent, for another saving in time and a reduction in errors.

## Thinks Office Worker Growth Is Stabilized

Benjamin Solomon, research associate at the University of Chicago's Industrial Relations Center, discusses the growth of the white collar work force in their *Journal of Business*. In 1870, white collar employees, including clerical, professional and technical workers, and those involved in sales, made up about 6% of the total work force. In the same year, more than half of the Americans at work were engaged in farming, forestry and fishing, and about a quarter were in mining, manufacturing and mechanical industries.

By 1910, the percentage of white collar employees had increased to 15% of the total work force and by 1950, they totaled more than 27%. Part of this increase was due to the influx of women into white collar jobs. In 1870, only 14% of white collar workers were women; by 1950 the percentage was almost half. Between 1910 and 1950 the number of white collar employees grew at three times the rate of the entire work force.

Will this trend continue? Mr. Solomon is skeptical because the proportion of the population engaged in agriculture has now dropped 12%, making it improbable that any increase in the total white collar work force may come from this relatively small percentage now engaged in farming. He believes the percentage of the white collar work force has stabilized. If this is true, the

# Why you will save money with the BURROUGHS SENSIMATIC "50" accounting machine

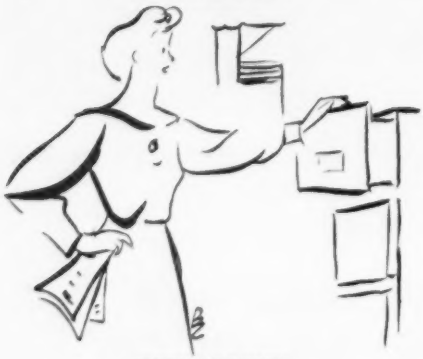
It costs hundreds of dollars less than any other *full-size* accounting machine . . . it's fully *automatic* . . . it does your *complete* accounting job as *fast and accurately* as a high-priced machine. See the thrifty "50" Sensimatic accounting machine at your nearest Burroughs branch, or write Burroughs Corporation, Detroit 32, Michigan.

**Burroughs**

American tradition of the sons and daughters of manual workers seeking white collar employment may be halted.

This switch may mean a growth in social status for the manual worker since his financial status is somewhat better than that of the white collar employee. On the other hand, the supply of white collar employees resulting from the increased educational opportunities may exert an increasing downward pressure on the salaries and other benefits of those in white collar occupations.

## Too Many Places to Look!



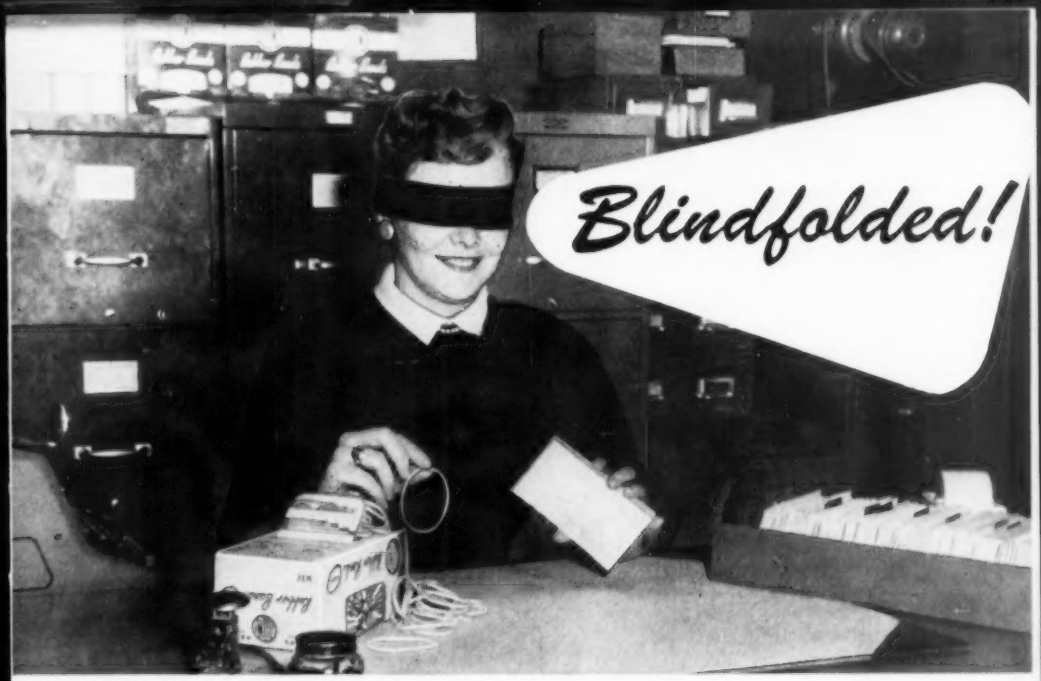
BERYL BATTEN

IT would be ideal if whenever we asked someone in the file department for a record, we were handed that record immediately. But it does not always work that way. Perhaps there are too many places to look. Some file departments do not have control of their own organization and everybody in the office has an idea. So instead of immediate service, it is a case of eventually.

Mr. Advertising Manager says he must keep the answers to that magazine ad all in one folder, but he trusts it to the file department. He had worked very hard on that ad and the replies are rather sacred to him so, of course, they must not be scattered around with ordinary material in the files. But, when Mr. Important writes in about his letter of the 9th of June, he never mentioned the magazine ad. Mr. Advertising Manager remembers very distinctly that he had previously received a letter from Mr. Important, so everything in the office is turned upside down and inside out looking for that letter. No one thinks to look in the folder that contains the ad replies which should have been taken out and scattered through the files under the names of the writers. Mr. Advertising Manager could have kept a record of the number of replies to the ad because all he needed to know was the drawing power of his ad.

Mr. Salesman says that he must keep all his customers' correspondence because he has technical knowledge that others do not have, and he does not want anyone else confusing his customers with wrong information or lack of information that only he could give. Of course, the customer does not know this and writes to the company without addressing it to Mr. Salesman. It falls into the hands of one of the regular correspondents who immediately institutes a search for the previous correspondence. Mr. Salesman is on a trip and has the previous correspondence in his brief case. Or, perhaps it is one of those days when Mr. Salesman is out to lunch and has the correspondence locked in his desk. All afternoon he is "in conference" and cannot be approached. Mr. Customer wants immediate information, so takes his business elsewhere. Mr. Salesman forgot that he worked for the company too and that his job would not exist if the company did not exist. Mr. Salesman created just one more place to look.

Follow-up letters sometimes are put in red folders. No previous or later letters are filed here. Follow-up letters are not checked when general correspondence is checked. If they are it is just one more place to look. If follow-ups are filed by date and not by name of customer, the "one more place to

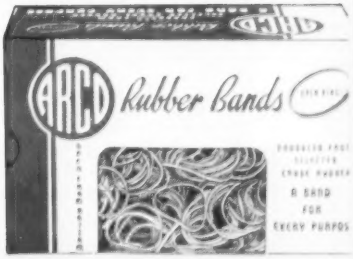




---You could handle the modern

ARCO **Open Ring** **Stationery Bands**

easily, fast and efficiently!




**SECURE YOUR SUPPLY**
**FROM YOUR STATIONER**

**ALLIANCE RUBBER COMPANY**
**ALLIANCE, OHIO HOT SPRINGS, ARK.**

**IF YOUR DEALER IS UNABLE TO SUPPLY YOU PLEASE MAIL THIS COUPON**

**ALLIANCE RUBBER CO.**
HOT SPRINGS, ARK.

Please send FREE Sample of ARCO OPEN RING STATIONERY BANDS.

FIRM _____ ATTN. _____
ADDRESS _____ CITY _____ STATE _____
MY STATIONERY DEALER IS _____
ADDRESS _____ CITY _____ STATE _____

look" is difficult of access.

Technical files are set up. No copy or cross-reference is made. The never-say-die person will check through all the technical files to see if by chance it might be there. But to somebody else it is just a lost cause.

Ages ago, someone decided to separate the city and the country orders. That meant two places to look for correspondence from a customer. No one ever had the courage to change the situation for, after all, hadn't it been that way for years? It was so long ago that the purpose of the plan has been forgotten. How would a person who is not familiar with all the places in the United States know whether it is a city or a country order? Why file orders from different territories in different places when colored labels could be used to represent different territories? Then all could be filed alphabetically in one location instead of alphabetically in several locations.

Many people, who are not file-minded fail to realize that they create a problem in finding when they pick something off someone else's desk that has been properly charged out from the files. Other people, who are not file-minded, will charge out something from the files and then pass it to someone else. When asked for the correspondence, they look at you blankly and say, "I don't have it."

Mr. Executive decides to read all the correspondence that is written to see what each individual is doing. Instead of having a tissue copy made for this purpose, he has the file copies turned over to him. Months later, he sends the copies to the file department. Work was slow in the files but when this mass of material comes in, everybody is busier than a bee trying to get it all filed. In the meantime, the file department has to say that perhaps Mr. Executive has the letter or, if it's available, they can go through the mass of material to see if the letter is there.

Many and devious are the reasons why "hold files" accumulate outside the files, and all add to the problem of places to look. One man waits until he has an answer to his letter before he sends his letter to file. Another waits until the carrier of the order is paid. Another hold all letters on the purchase of certain types of material. Another holds all letters from new customers, and so on the list of reasons grows. Letters are held "until such time as . . ."

Someone decides that to make destruction sooner, all material for a three-month period will be filed in one place, the next three months in another place and so on. A letter of March 30 and its answer of April 5 will be filed in two different places. If the story of the year's transactions is to be found, it means looking in four places. After all, walking from one location to another can get to be boresome routine.

One of those persons with an idea for improving the office figured that mail, inter-office communications and filing should be picked up every hour. Then there was the complaint that the file clerk always had the sorter full and so was no good. If there is only one file person, then once a day is often enough to pick up the filing. The fine sorting from the sorter and the opening of the drawers to file this material should be done just once a day so there will be times when the sorter is clear.

On the other hand, there is the idea that filing should be picked up from the desks every two weeks. In the meantime, there are always stacks of correspondence unsorted in the files and at each person's desk, and numerous other places where there are sorters full of material. Once a day pick-up would eliminate this situation.

Perhaps you believe your case is different. You say conditions in your office are different. Before you talk yourself into the idea of holding material out of the files, why not stop and think a little as to whether you might not try the idea of fewer places to look? You

# Webster makes ribbons for 225 office machines

Machines vary. So do operators. And job requirements vary, too. But two needs are constant — the need for clear legible work and the need for economical production.

Webster meets these needs with a wide variety of inked ribbons for specific machines and specific kinds of work. They are made from the finest materials, either silk, long staple cotton or nylon. And there is a wide choice available in color and ink intensity.

Naturally, these fine ribbons are unconditionally guaranteed. Webster introduced the first non-filling typewriter ribbon in 1889. Since then they've been precision made and carefully inspected, inch after inch, to insure uniformly good service.

The ribbon that does high quality work, dependably and economically, is the best ribbon for your office. Your wisest choice is Webster's . . . consult your nearest dealer or write to us directly.

## F. S. WEBSTER COMPANY

8 Amherst Street, Cambridge 42, Massachusetts

**Something NEW in adding machines...**

# Odhner adds auto-multiplier!

There is nothing quite like the new electric Odhner—this speedy, easy-to-operate 10-key adding machine now offers a revolutionary auto-multiplier and optional stepover feature! Odhner's auto-multiplier—the 9 small keys at the right of the keyboard—is designed so the top depressed key activates the multiplying cycle. Now Odhner gives you the advantages of efficient and simple automatic multiplication—at savings up to $200! New Odhner retails at only $399.50. Available now in the U. S. A.

You can count on

Odhner

Adding Machines

**FACIT INC.**

500 Fifth Ave., New York 36, N. Y.

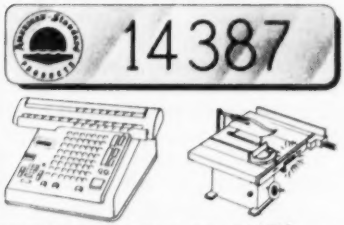
114 Sansome St., San Francisco, Calif.

might be surprised at how much quicker the finding is, and how much more efficient.

The file department makes its own contribution to too many places to look. Any time that filing is allowed to accumulate in sorters, fine sorted ready to file or even stacked up unsorted, there are too many places to look. When there is laxness in calling charged-out material back to file, too much hunting has to be done for long distance telephone calls. It often takes considerable educating to get an office force to believe this. File personnel who do not have *service* as their motto, do not prompt people to get material to file within a 48-hour limit after a letter is written. Your file department can save you money, if you let them, just by the speed with which material can be found.

SERIALLY NUMBERED
Autographs®
"The Tags that Perfect Property Control"

SAY METHODS & SYSTEMS MEN




SOLVENT-ACTIVATED ADHESIVE BACKING THEY Stick!

WRITE TODAY
for FREE booklet, "HOW TO PERFECT PROPERTY CONTROL." We'll include "try before you buy" samples.

"Found! The vital link that perfects property control. One type of tag, one method of mounting, uniform "out-front" placement and legible numbers . . . outstanding attributes of this innovation in the tagging of furniture, fixtures and equipment."

NO SCREWS, RIVETS, TACKS OR TOOLS

Lustrous .016" Satin Aluminum "SERIALLY NUMBERED AUTOGRAPHS" are much more durable than foil or paper labels . . . more impressive and easier to use than conventional "tags." Simply brush solvent on the adhesive backing and press into place with your fingertips. Mount them in seconds on both smooth and crackle finish surfaces.

METALcraft INC.
MASON CITY, IOWA, U. S. A.

The handiest gadget
DUX precision pencil sharpener

During dictation sessions secretaries will love the new Dux. Inexpensive — razor sharp spare blades for a few pennies — will last for years. Available with or without the new "Combi" tape dispenser base.

*Get one for home too*

FRED BAUMGARTEN Exclusive Imports
675 Cooledge Ave., N.E., Dept. Z3, Atlanta 6, Georgia

Adding Machines 114 Sansome St., San Francisco, Calif.

BERNARD H. NEMLICH
NOFA President

# NOFA Convention In Chicago March 20-23

JOHN R. GRAY
Executive Director

THE Ninth Annual Convention-Exhibit of the National Office Furniture Assn. will bring office furniture dealers, manufacturers and manufacturers representatives to Chicago, March 20-23, from every part of the United States, to participate in the only show of its kind "devoted exclusively to office furniture and equipment." More than 200 dramatic exhibits at the Conrad Hilton Hotel will emphasize the convention theme, "Improve Office Living With Better Office Equipment." The entire accent of the show will be on selling.

Outstanding men from within the industry will serve as convention session leaders. Only three speakers on the program will come from outside the office furniture field. On Monday, March 21, at noon, dealers, manufacturers and representatives will have an opportunity to hear "Sunshine Gene" Flack, sales counsel and director of advertising for Sunshine Biscuits, Inc., who will discuss "Spreading Sunshine Through Selling." Mr. Flack has probably addressed more sales conventions and related groups than any other man in America, garnering a total of over 11,000 successful platform engagements throughout the country. On Tuesday, March 22, the sales tempo will be further emphasized when John W. Mock, known for his "tailer-made" talks, will moderate the "What Would You Do?" management clinic.

At Tuesday's noon luncheon, Henry Flarsheim, noted advertising and sales promotion expert, will speak. Mr. Flarsheim, who is vice president of one of the country's largest advertising and public relations organizations, is an authority on mail order selling. He will demonstrate how to apply the successful methods of top ranking salesmen to every selling activity, at the manufacturing, wholesaling, and con-

Some of the members who attended a recent meeting of the Chicago NOFA Chapter at which Bernard H. Nemlich, NOFA president, was guest speaker.

## NOFA Convention Program

### SUNDAY, MARCH 20

| | |
|---|---|
| 1–6 p.m. | Exhibits open. |
| 4 p.m. | Ladies' reception and tea. |

### MONDAY, MARCH 21

| | |
|---|---|
| 9 a.m. | Ladies' shopping tours, TV and radio shows. |
| 9:30 a.m. | Business meeting, election of officers. |
| 11:30 a.m. | Reports of committees: Finance, EDWARD TYRE; Freight, NORMAN GINSBURG; Sales Training, JAMES KAHLERT; Insurance, DANIEL WALDNER. |
| Noon | Opening luncheon. SPREADING SUNSHINE THROUGH SELLING: GENE FLACK. |
| 1–6 p.m. | Exhibits open. |
| 7:15 p.m. | Mystery tour. |

### TUESDAY, MARCH 22

| | |
|---|---|
| 9 a.m. | Ladies' Merchandise Mart tour or home demonstration. |
| 9:30 a.m. | Management Clinic. WHAT WOULD YOU DO?: JOHN W. MOCK. |
| Noon | Luncheon. SELLING MORE OFFICE FURNITURE BY SELLING: HENRY FLARSHEIM. |
| 1–6 p.m. | Exhibits open. |
| 4 p.m. | Ladies' Study in Color. |
| 7:15 p.m. | Annual banquet. CONQUEST OF CONFUSION: CHARLES M. HANNA. Presentation of awards. Entertainment. |

### WEDNESDAY, MARCH 23

| | |
|---|---|
| 9:30 a.m. | INDUSTRY WORKSHOP. Dealers led by CLAUDE G. WILCOX JR. Representatives led by FRANK T. SANDSTROM. Manufacturers' leader to be announced. |
| 11:30 a.m. | Reports on workshops. |
| Noon | Closing luncheon. SELLING THE SIZZLE: ELMER WHEELER. |
| 1–6 p.m. | Exhibits open. |

sumer levels. A man who has sold millions of dollars worth of merchandise as well as ideas, he will have as his topic, "Selling More Office Furniture by Selling."

Tuesday evening, the Ninth Annual Banquet will afford an opportunity to furniture dealers and manufacturers as well as their wives and guests to enjoy fellowship with their friends and associates. Charles M. "Chuck" Hanna, private consultant in labor-management relations, author, lecturer and publicist, will present "The Conquest of Confusion," an inspirational talk which should be long remembered. In these days of increasing pessimism, Mr. Hanna is unique in the very small number of things he is against. His fame rests on his zeal for accentuating the positive and his facility for making crystal clear exactly what every true American is for. He has been called one of America's most formidable "triple-threat" men in the current fight for the preservation of our American way of life. The Five White Guards, headlined musical singers on the Milton

Henry Flarsheim

Charles M. Hanna

Berle and Arthur Godfrey television shows, will present a concert of solo and ensemble singing that will round out a pleasant evening.

As a fitting climax, on Wednesday March 23, Elmer Wheeler, famed for his tested selling sentences, will present his highly popular tested selling plan for American business, "Selling the Sizzle." Mr. Wheeler, the man who "sells the sizzle and not the steak" has turned his facility for money-producing slogans into a million dollar business enterprise.

"These dynamic speakers, the exhibit and programs for the ladies, dealers, manufacturers and representatives are all keyed to a pattern for an excellent convention of the office furniture and equipment industry," said John R. Gray, NOFA's executive director, "the open-flow arrangement of this convention is one of the greatest assets," he stated. "Bottlenecks will be eliminated and it will be possible to move from one

## Exhibitors at the NOFA Convention

All-Steel Equipment Inc.
Alma Desk Co.
Aluminum Seating Corp.
Arnot-Jamestown Corp.
Art Specialty Co.
Art Steel Sales Corp.
Artistic Desk Pad Novelty Co.
Bankers Box Co.
Bassick Co.
Bentson Mfg. Co.
Browne-Morse Co.
Buckstaff Co.
Challenger Steel Products Corp.
Chicago Lock Co.
Cole Steel Equipment Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Co.
Cramer Posture Chair Co.
Davis Upholstery Co.
Doro Mfg. Co.
Dorset Steel Equipment Co.
Doten Dunton Desk Co.
Durable Metal Products
Eagle Ottawa Leather Co.
Emeco Corp.
Ever-Ready Electric Co.
Executive Furniture Co.
Faultless Caster Corp.
Feldman Selje
Filex Steel Products, Inc.
Flex-O-Lators, Inc.
Bernard Franklin Co.
Geyer Publications
Gift-Craft Leather Co.
Gregson Mfg. Co.
Guardsman-Valentine Inc.
W. H. Gunlocke Chair Co.
Haeger Desk Co.
Halls Safe Co.
Hamilton Mfg. Corp.
Hanes Chair & Furn. Co.
Harter Corp.
Haskell Inc.
Helms Products Inc.
Hemisphere Steel Products
Herring-Hall-Marvin Safe Co.
High Point Bending & Chair Co.
Hillside Metal Products Inc.
Home-O-Nize Co.
Hoosier Desk Co.
Huntington Chair Corp.
Imperial Desk Co.
Indiana Chair Co.
Indiana Desk Co.
Jasper Chair Co.
Jasper Desk Co.
Jasper Office Furniture Co.
Jasper Seating Co.
Johnson Chair Co.
Kenmar Mfg. Co.
Keystone Steel Equipment Co.
Knoll Associates
LaSalle Products Co.
James Lees & Sons Co.
Elmer Krumwiede & Associates
Lehigh Furniture Corp.
Leopold Co.
Lift Truck Service Co.
Lundstrom Laboratories Inc.
B. L. Marble Chair Co.
Maso Steel Products Inc.
McDonald Products Corp.
Meilink Steel Safe Co.
Metalstand Co.
Midwest Folding Products
Herman Miller Furniture Co.
Milwaukee Chair Co.
Milwaukee Metal Furniture Co.
Modernize Inc.
Monarch Furniture Co.
Mosler Safe Co.
Murphy-Miller Inc.
Myrtle Desk Co.
National Lock Co.
Neiman Steel Equipment Co.
Nucraft Furniture Co.
THE OFFICE Magazine
Office Appliances
Orna Metal Products Co.
Otis Steel Products Corp.
Parker Steel Products Inc.
Peerless Steel Equipment Co.
Precision Mfg. Co.
Harvey Probber Inc.
Protectall Safe Corp.
J. K. Rishel Furniture Co.
Royal Metal Mfg.
Sainberg & Co.
Security Steel Equipment Corp.
Shelbyville Desk Co.
Sight-Light Sales Div.
Smith Metal Arts Co.
Spence Furniture Co.
Stacor Equipment Co.
Star Steel Equipment Co.
Standard Furniture Co.
Steel Parts Mfg. Corp.
Steel Service Mfg. Corp.
Sturgis Posture Chair
Supreme Steel Products Inc.
Taylor Chair Co.
Tiffany Stand Co.
Toledo Metal Furniture Co.
Upholstery Leather Group
Valco Co.
Victor Safe & Equipment
Vogel Peterson Co.
Wells Chair Corp.
Westcort Co.
Western Mfg. Co.
Wood Office Furniture Institute
Whirl-O-Matic Inc.
York Safe & Lock

## "When Nothing But the Best Will Do"

## Yet Maso's 3 Complete Matching Chair Suites Out-feature Others Costing Far More—Fit Every Office Need and Budget!

**BE SURE TO VISIT US**
**at**
**National Office Furniture Assoc. Convention**
**March 20 through 23**
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Maso's "years ahead" design and advanced engineering bring office management the chairs of the future, today—combine a bonus of practical mechanical features with seating beauty to please the most discriminating tastes. Look into the output-stretching advantages of the newest "latest word" in business seating. AND REMEMBER: Maso also offers the most complete line of typewriter and business machine stands accorded the highest quality reputation in the office equipment industry.

*"It Costs You Less to Equip with the Best!"*

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**STEEL PRODUCTS INC.**
53 W. Jackson Blvd., Chicago 4, Illinois

Elmer Wheeler in his famous sizzle-selling presentation which NOFA members will witness at their annual convention in Chicago this month.

section to the next with ease. Leading authorities in the field will present product knowledge information on all phases of office furniture and equipment. Considerable attention will be devoted to operational costs, sales training, freight rates and many other matters to help the dealer and manufacturer in their efforts to gain a reasonable profit," according to Mr. Gray.

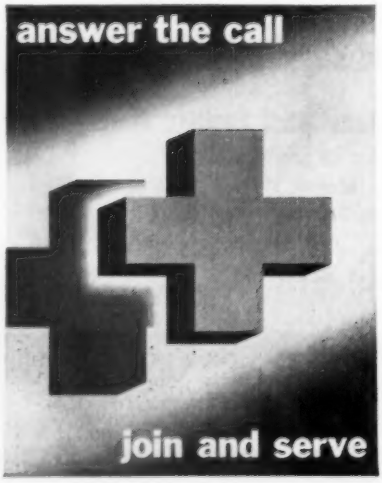
Thought has also been given to social activities with an excellent program planned for the ladies, including a mystery trip and a visit to the nationally famed Kungsholm restaurant. The ladies program is different this year in that NOFA has a staff member who will schedule and supervise their activities which will include style shows, shopping tours, visits to various spots in and around the city, television and radio shows, teas and many other features to make it an occasion that the ladies will remember.

The exhibits will be open from one to six o'clock every afternoon.

Chapter awards will be presented at the annual banquet on Tuesday evening, March 22. THE OFFICE placque, which is presented each year to the NOFA chapter registering the greatest increase in membership, goes this year to Detroit and will be accepted by that chapter's president, Harold B. Speicher of Leonard's Office Supply Co.

The following new services are now being offered to NOFA members: transportation insurance which consists of broad insurance coverage on all types of merchandise transported by either railroad, truck, or other means, and the *Administrator's Guide*, a book to be used in NOFA Sales Training Schools with the NOFA Sales Manual as the textbook. The guide can be used also by dealers as an aid in conducting store sales meetings. In addition to the NOFA Sales Schools, they have a Freight Rate Savings Plan. A Credit Service is being considered.

Registration for the convention and exhibit, including the three luncheons and banquet, is $22.50 for NOFA members and $27.50 for non-members who will be welcome. Details from National Office Furniture Assn., 327 S. LaSalle St., Chicago 4.



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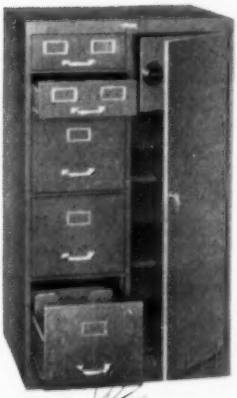
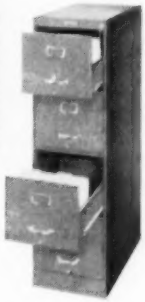
with **modern steelcraft inc.**
NEW YORK, N.Y.

## the quick-selling Prestige Line . . .





Here is the popular priced metal office equipment and accessory *Prestige Line* which makes lasting friends of satisfied customers because of its advance design, practical utility, quality materials and price economy. Modern Steelcraft's continuous high production standards plus scrupulous inspection methods bring you only outstanding steel products designed and fabricated by master craftsmen. These all important factors are your *silent salesmen* to help your sales soar!

Join up with this coast to coast spectacular selling, luxurious appearing line and increase your sales-profits with MODERN STEELCRAFT . . . the hallmark in steel office equipment and accessories. Take advantage of our rare profit-building combination of OUTSTANDING VALUES at *competitive* selling prices!

Write to-day for your FREE 20 page catalog illustrating Modern Steelcraft's SALES-WINNING line.

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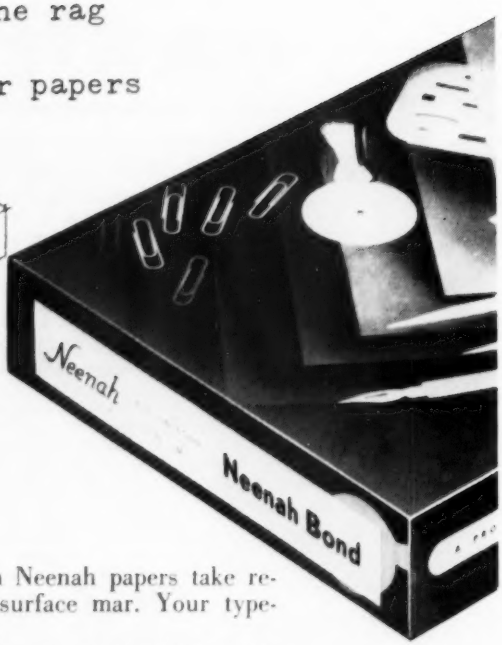
boxed typewriter papers

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The long cotton fibers in Neenah papers take repeated erasures without surface mar. Your typewritten pages are cleaner.

The long cotton fibers take repeated handling without dog-earring or breaking down.

Neenah papers are tub-sized and air-dried for a more luxurious typing surface. They are brilliantly blue-white for added prestige.

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Neenah is America's most complete line of fine business papers.

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| **Success Onionskin** | **75%** | **rag** |
| **Neenah Onionskin** | **25%** | **rag** |

Finishes—bond and cockle
Weights—substance 7, 9, 13, 16, 20 and 24
Sizes—8½ x 11; 8½ x 13; 8½ x 14
Neenah is also available ream wrapped.

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**NEENAH PAPER COMPANY** • Neenah, Wisconsin

# Machines Teach Arithmetic Faster

A METHOD of teaching the fundamentals of arithmetic, which increases the effectiveness and efficiency of teachers and triples gains in achievement by students, was described by Dr. Andrew F. Schott, who developed the method which includes the use of a modern abacus in the second and third grades, the Burroughs Instructor Adding Machine in grades four through nine and a detailed instruction manual.

Progress of the 715 students involved was measured by tests of the California Test Bureau. These tests measured not only assimilation of the fundamentals of arithmetic but also improvement in arithmetic reasoning. "Results of the tests clearly indicated that use of the machine does not retard the reasoning process," Dr. Schott said. "In fact, the new method accelerates achievement in the reasoning phases of arithmetic. Gains in reasoning proved to be slightly higher than gains in fundamentals." Tests also proved that use of machines does not make the student helpless when working problems only with pencil and paper. When students took two tests, one with machine and one with pencil and paper only, results were not substantially different.

All classes which used the machines, from the fourth grade through the ninth, made advancements far beyond the expected rate. Greatest improvement was in the eighth and ninth grades. In one semester, the eighth grade advanced 21 months and the ninth grade 22 months, or more than two school years. The seventh grade made gains in four months that normally would require 19 months, or five times the normal rate of progress. The fourth, fifth and sixth grades improved at twice the expected rate. Average gain of students tested in all grades was 14 school months in one four-month period.

Dr. Schott said that teachers, ad-

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Milwaukee school pupils using the adding machine and the abacus.

ministrators, parents and children were enthusiastic about the new method. Some students who had been slow in learning under the conventional method became interested and advanced rapidly. Teachers achieved a better understanding of the subject and their jobs became less tedious and much easier. The new method helped teachers understand diagnostic, remedial and evaluative processes in arithmetic as well as motivation of the student through awareness of the importance of achievement in arithmetic.

To launch the initial phases of the program in Wisconsin in January, 1954, Dr. Schott obtained the use of $30,000 worth of adding machines from Burroughs Corp. He conducted workshops for teachers in the seven public, Catholic and Lutheran schools selected for the program. He also developed the new style abacus for use in the lower grades. Placing the program in the schools culminated three years of exploratory work by Dr. Schott. Dr. Russell L. Moberly, director of the Management Center of Marquette, cooperated in certain phases of the project and computational and statistical work was carried out under the direction of Dr. John P. Malloy, director of Marquette University Guidance Center.


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A DIVISION OF GENERAL ELECTRIC DISTRIBUTING CORPORATION

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The billing linage for each major item, such as TV, Radio, Appliances, Repairs, etc., is tabulated on The *Denominator*. The proportionate figures shown enable management to allocate the clerical expense of billing to each sales department of the Company.

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"We're wasting plenty of money with old-fashioned hand collating methods."

"The way I figure it, it's costing us 5 times more than it should!"

"Take my advice... get all the facts about a Thomas Collator today!"

We're all aware of the time and energy consumed by the task of hand-gathering sales bulletins, price lists and other duplicated papers into sets. However, what many of us fail to realize is that hundreds (and sometimes thousands) of dollars are wasted *annually* because of old-fashioned hand-collating methods.

But now you can reduce time-waste and increase collating efficiency as high as 500% with the new, simple-to-operate Thomas Collator. And it doesn't matter whether your office spends 2 or 200 hours a week collating — a Thomas Collator will save you time and money and pay for itself *fast*.

*Get all the facts. Simply drop us a note today and we'll send you free informative literature plus a helpful collating analysis sheet. There's no obligation, of course.*

Floor models are also available with capacities of from 5 to 32 bins.

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**155 Sales & Service Offices From Coast To Coast**

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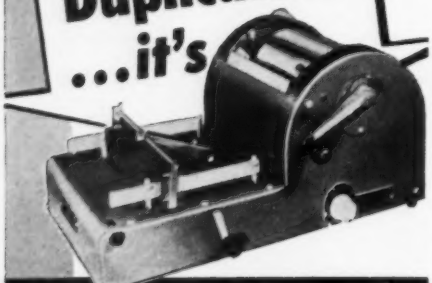

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# Integrating the Negro Into the Office

JOSEPH J. MORROW
*Director of Personnel Relations, Pitney-Bowes, Inc., Stamford, Conn.*

THE CITY in which our plant and main offices are located (Stamford, Conn.) is within the New York area, which has a smaller Negro population percentage-wise than some cities, and does not have the special problems of a city located on the North-South border. However, all the elements of prejudice exist in Stamford, along with the community patterns which prejudice creates, although these are not so evident on the surface as they might be in areas where Negroes comprise a higher percentage of the population.

Fair employment practice legislation was enacted in Connecticut in 1947, but our own decision to start an active program of fair employment started some years before. Like most other plants, we had a few Negro employees doing maintenance and trucking jobs at the time we decided to expand opportunities for Negroes in a more positive way. We began first to try to fill some machine, assembly and other skilled or semi-skilled shop jobs with Negroes. We accomplished this without opposition, although a grapevine report did reach us that a few employees were afraid we were trying to fill the plant with cheap labor at the expense of everyone else's jobs and earnings. Although this was a reaction of the type we had more or less expected, we felt it was not really widespread and made no issue of it, continuing instead to add other skilled Negroes from time to time and maintaining our pay rates at a level above-average for the community.

In 1946, we decided to employ our first Negro girl in an office position. Here we were treading on unknown territory. Because of the traditional importance of "status" to white-collar

"A *National** DE LUXE ADDING MACHINE is your best buy!"

**Modern appearance and styling** and exclusive new features spotlight the new National De Luxe Series of adding machines. Smooth, sweeping lines, with a soft brown and tan color combination harmonize with any office furniture.

National De Luxe models are the only adding machines in the world with an ADJUSTABLE KEYTOUCH! Each operator can instantly adjust the keytouch to her individual preference!

**"Live" Keyboard** assures speed and accuracy! Because every key is electrified, there is no need to touch the motor bar. Simply depress the proper amount keys—and they instantly add and list! Saves up to 50% hand motion!

**Rugged-Duty Construction** and double rust-proofing of all parts have made Nationals famous for their long life and trouble-free service. Nylon bearings and precision-built parts have brought new adding machine quietness. The entire mechanism "floats" on rubber! Nationals are built to give *years* of quiet, efficient service.

**3-Way Repeat Key** is another exclusive National feature. Makes the De Luxe ideal for simple calculations.

National's new De Luxe line offers many other time-and-effort saving features: AUTOMATIC SPACE-UP OF TOTALS, LARGE "ANSWER" DIALS, AUTOMATIC CLEAR SIGNAL, SUBTRACTIONS PRINT IN RED, AUTOMATIC CREDIT BALANCE. 12¼" CARRIAGE also available with VISIBLE PRINT LINE.

Let us show you how much time and money the National De Luxe can save *you*. Call the nearest National Branch Office or Dealer today. See a demonstration on your own figure work — without obligation.

**The National Cash Register Company**
**Dayton 9, Ohio**

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ACCOUNTING MACHINES

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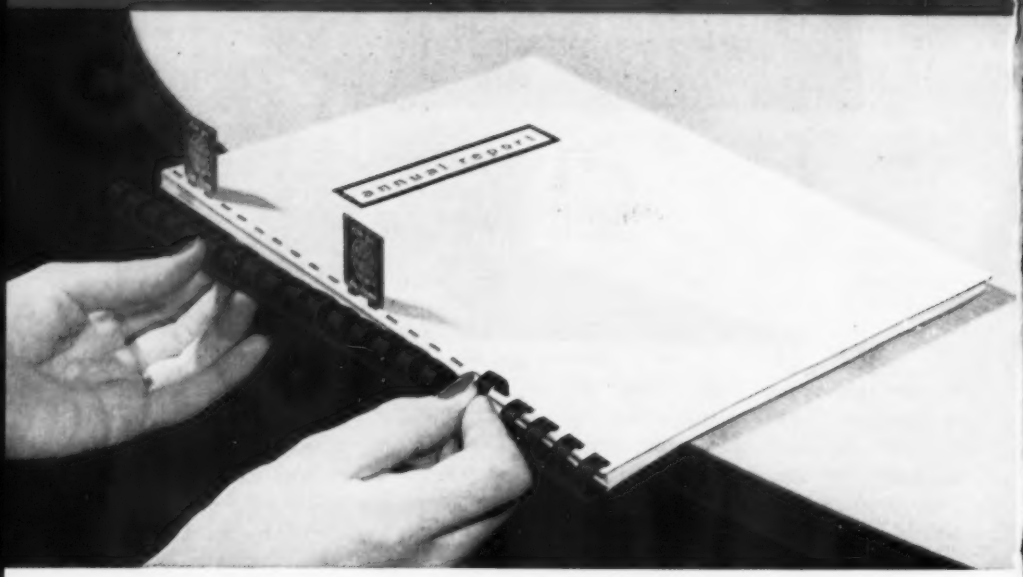


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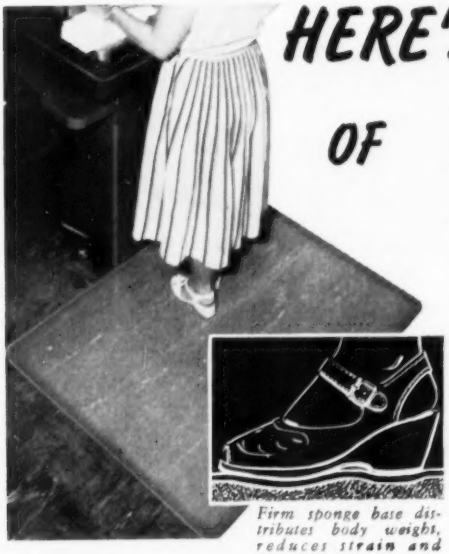
workers and our uncertainty about their reactions, we chose this first Negro office girl very carefully on the basis of interviews and aptitude tests. We placed her in our personnel department, partly as a sign of official sanction and partly because our personnel staff understood what we were trying to do. I talked to the girls in the department before our new clerk started work and asked for their help, which was readily forthcoming. Our staff welcomed her quietly, but in a way which indicated quite clearly, for those who were watching that she was a fully accepted member of the group.

Before she actually started work, I had a long talk with our new clerk, attempting quite frankly to prepare her for any possible rebuffs she might receive during her stay with us. I also explained how important her own behavior would be in assuring full acceptance of her presence, emphasizing the need for poise, tact and self-restraint.

Here again, there was no open opposition, although a few resentful remarks came to us indirectly from girls in departments whose work was closely allied to the personnel department. We watched the situation carefully, but made no comment about it. In a few weeks, at least one of the critics had become an enthusiastic booster of the new employee. Her work was markedly better than that of her white predecessor. After eight years, she is still with us and has advanced to a responsible job.

For a while afterward, we continued to be quite selective, particularly in our employment of Negro office personnel,

*Firm sponge base distributes body weight, reduces strain and fatigue.*

**MATS: 18 x 30", 18 x 48", 24 x 36", 36 x 64"**
**RUNNERS: TO 36" width, any length.**

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## –INCREASED EFFICIENCY
## –REDUCED FATIGUE
## –GREATER WORKING COMFORT

Foot Comfort Cushions pay for themselves wherever people must work standing. It really is no secret but just common sense that, by helping to relieve bodily strain and tensions, they enable users to work in greater comfort. Fatigue is reduced with a resulting increase in efficiency.

Foot Comfort Cushions have a firm molded sponge rubber base which cushions and distributes body weight. The surface is smooth, colorful, marbleized rubber tile lifetime-bonded to the sponge base. All edges are beveled for safety and appearance. Foot Comfort Cushions are available in 8 marbleized color combinations. Colors go clear through the tile and cannot wear off.

0355

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*Ask your Royal Representative about the*

**new carbon ribbon ROYAL® standard** | *the double-duty office typewriter*

**Royal Typewriter Company,** *Division of Royal McBee Corporation*—world's largest manufacturer of typewriters—standard · electric · portable · Roytype® business supplies

# *makes your letters "bloom"!*

## *It's the new* **CARBON-RIBBON** *Royal standard!*

**Have you ever** seen a typewritten letter that looks better than printing? . . . one in which the individual characters seem to stand up black and sharp . . . have what the type experts call "bloom"?

If you have, you are very lucky, because you have seen a letter typed on the marvelous new Carbon-Ribbon Royal Standard, an office typewriter so versatile that we believe it is going to be the accepted machine from now on.

To know actually what this new machine will do, you must have it brought to your office and put through its paces. Call the Royal Representative and ask him to show it to you.

**For executive typing,** you get clear, beautiful work in any one of the wide variety of type faces available. The work is so good, so clean, so authoritative that we want you to see it as it's done.

**For duplicating letters,** you get work that is so outstanding it is often taken for original typewritten work. The Carbon-Ribbon Royal can also be used to fill in letters and make them look personal.

**everyone loves *Quillette***

(Bankers Approved)

**the pencil that writes with ink and never needs refilling!**

**THE BOSS loves QUILLETTE** because it saves office time, cuts office costs . . . reduces writing supply inventory!

**SECRETARIES and stenographers love QUILLETTE** because it's so light, smooth and easy-going (just like a pencil). Can't leak, smear or transfer, doesn't need refilling.

**CLERKS prefer QUILLETTE for all general writing,** because it never needs sharpening, never grows shorter . . . ideal for carbon work! Nothing to click or twist!

**QUILLETTE's full length ink cartridge** is locked in wood for greater writing comfort! Ink colors of blue, red and green.

Write today for sample.

**Single Pen 19c** **Boxed Dozen $2.28**

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*Makers of the Famous Templar Duro Lead Pencil*

because each one we added was a "first" as far as her particular department was concerned. Our second placement, a few months after the first, was a Negro girl added to the clerical staff of our engineering department. A few months later, another girl, capable and well educated, was placed in one of our manufacturing division offices. She was well received on the whole, although we did have to talk to a few of her co-workers to gain their support.

We have continued, ever since, to hire qualified Negro girls. Allowing for the normal comings and goings of all employees, Negroes have been represented one or more times in just about every office department in our company. Their presence is now taken for granted, although we no longer try to place only those who are actually better qualified than their white co-workers. We have never had anything like a real crisis over our program. The few isolated objections which cropped up from time to time were either ignored or handled promptly and uneventfully through personal talks. Beside the Negro men and women who are working in our shop and offices, we have a Negro salesman working in a mixed territory. We have had two Negro engineers, both of whom were very able in their profession, and one is still with us.

Upgrading has not been a problem, nor have we in the personnel department often had to push a deserving Negro employee to any greater extent than we would push a white employee whom we thought deserved a chance at a better job. Many have moved up to better classifications within their department because of merit. A few have served as group leaders over small departmental sections. I know of no case where a Negro who could and should have been promoted was not given an opportunity.

If we let Negroes find their true level on the basis of ability, joining with us in the creation and production of wealth, their increased earnings will

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is the positive improvement you'll find in your originals and copies . . . the cleaner, sharper, always more legible impressions these fine products produce for you.

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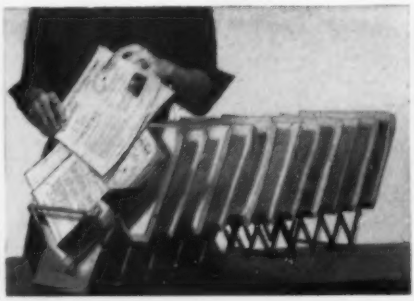

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3,500 sheets an hour easily gathered by one worker without fatigue. *Evans* Gathering Racks are GUARANTEED to give *quicker* and *more accurate* results than any other collating aid on the market.

Racks are aluminum, in vertical or horizontal models, with 6, 12 or 18 sections. Each section holds 500 sheets at inclined angle. Non-skid in use, racks collapse for setting aside.

**JOGGER**, aluminum, fits end of any TU (horizontal) Rack. Gathered sets are dropped criss-cross into Jogger. As hand lifts forward to resume gathering, handle is tapped—and sets jog neatly for removal.

**SHOWN:** 12-section TU Rack with Jogger. Rack is $16.50—Jogger $10.00. (7 other Racks from $10.00 to $25.00).

* **TACKY-FINGER** is an amazing new product —superior to wet sponges, etc. Stainless, odorless, greaseless — eliminates paper-fumbling. Should be on every desk. Box of 12—$6.00.

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**Evans Specialty Co., Inc.**
**403 N. Munford St., Richmond 20, Va.**

give us one of the best consumer markets we can hope for. Estimates on the total cost of prejudice to the United States have run as high as thirty billion dollars a year. If the true cost were only one quarter of that, it would still be more than we can afford.

There is no blueprint for integration which can be applied rigidly within each particular industry, but there are some general guides which should help make the job easier everywhere. When we started our own program, we didn't have much outside assistance. In the course of administering our program, we formed contacts with local and national groups which, in the beginning, could have made our task simpler and less worrisome if we had gone to them for guidance. We have worked particularly closely in recent years with the National Urban League, benefiting from the step-by-step aid the league gives to managements which are forming or administering an integration program.

The first general guide, assuming top management is united behind the idea of fair employment, is to get professional advice in setting up and administering a well-defined policy. Before converting the policy into action, all levels of management should understand what is being done and why, and just how this will affect their supervisory function. The policy should also be outlined frankly to employees and, of course, to union officials, if the workers are organized. Careful selection and briefing of the first skilled Negro employees, and strategically planned placements, are essential. Complaints or objections should be handled firmly, fairly and consistently by management members. This makes full understanding of the program by all supervisors doubly important.

Asking employees to accept Negro co-workers on an equal basis strikes deep at some of our most unreasoning human emotions. Doing the job right the first time is therefore vital. The

***Uniquely and completely automatic, the versatile Olivetti Printing Calculator automatically multiplies and divides, and is also a fast 10-key adding machine, with automatic credit balance and direct subtraction. Its tape provides permanent printed proof of all calculations, for fast, easy auditing.***

The first printing calculator to have a separate multiplication keyboard, the Olivetti automatically multiplies without requiring the operator to position the multiplier; *all* mental counting is eliminated; fast short-cut multiplication is automatically used. It automatically divides without requiring the operator to count digits, for positioning; locating the decimal point is simple. Double and triple zero keys, and new discount key, add extra speed. Proven in 7 years of use, the Olivetti has a lower cost maintenance contract than any comparable machine. 20,000 are in use in the U.S.A., sold and serviced by branch offices and by 450 dealers, located in all 48 states.

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## Offset Plates and Negatives Stencils and X-rays

**USE ATLAS VERTICAL FILING SYSTEMS**

**ATLAS DELUXE MODELS**

**A DeLuxe 13" wide**
**B DeLuxe 15" wide**
**C DeLuxe 22" wide**

DeLuxe Model for 300 to 500 plates, negatives stencils, x-rays etc.

(A) DeLuxe (illustrated) 13" wide, 25½" high, 26" deep. Files 11½" wide hangers

(B) DeLuxe 15" wide, 25½" high, 26" deep. Files 14" wide hangers

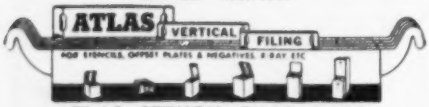
(C) DeLuxe 24" wide, 25½" high, 26" deep Files 22" wide hangers

Write for catalog illustrating the many other Atlas models.

**ATLAS HANGERS**
**A TYPE FOR EVERY NEED**

Choose the hangers best for your requirements.
DNP (illustrated) Nega-Plate Envelope Hanger for offset plate and negative.
SH for serrated edge offset plates.
PSC for offset plates, negatives, stencils etc.
DSH for standard stencils.
DGR for foreign heading stencils.
GIH for group and specialty filing.

**ONLY ATLAS MANUFACTURES A COMPLETE LINE OF PATENTED HANGERS IN 11½", 14" and 22" WIDTHS**




**ATLAS STENCIL FILES CORP.**
16716 Westfield Avenue, Cleveland 10, Ohio


guides I have outlined are not much different from the accepted techniques of policy planning and communications in any phase of industrial relations work. If these techniques are proven ways of establishing understanding attitudes and team feeling among working groups, they are no less sound when used to prepare the way for the assimilation of Negroes.

It is very important that management should tackle this problem of fair employment with the same creative foresight and energy it has always applied to furthering our country's material and technological advancement. Our businesses, like our political system, stand for something pretty vital to us —freedom to build and shape our own lives into what we want them to be. Free enterprise is a prime expression of our personal freedom. It is no accident that our enemies so often direct their attacks against free enterprise in their battle to destroy our total freedom. The equality and free choice, which we are so proud of, is a responsibility, as well as a God-given gift. We cannot enjoy its rewards without fulfilling the responsibility. This is something we must do together, individually and in our group efforts because if we lose our freedom, we lose it together.—*From a talk before the Urban League of St. Louis.*

***"Yes, we supply file clerks. Do you have four, five or six drawer files?"***

# "Oh no, —not again"

*"Well—!!XX?%$#! I stick around half the night to get these estimates finished and mailed...and now look! Just a few torn stamps. Why does it always happen to me?"*

● It needn't! Now, even the smallest branch office can do away with licking, sticking and guarding stamps . . . with postage *always* available! How? With the DM, little desk model postage meter.

● It *prints* postage, any amount needed for any kind of mail, right on the envelope . . . with your own small ad, if you like . . . and a dated postmark that makes less work in the postoffice, helps your mail get away faster. Supplies parcel postage on special tape. Has a moistener for sealing envelopes.

● The DM can be set for as much postage as you need to buy . . . protects it from loss, or spoilage, and automatically accounts for it.

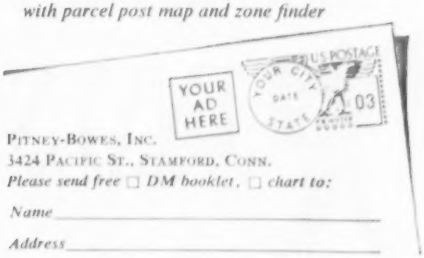
● Other models, hand and electric, for larger firms. Ask the nearest PB office for a demonstration. Or send the coupon for free illustrated booklet.

PITNEY-BOWES

**Postage Meter**

*Offices in 94 cities in U.S. and Canada*

**FREE!** *Handy chart of Postal Rates with parcel post map and zone finder*



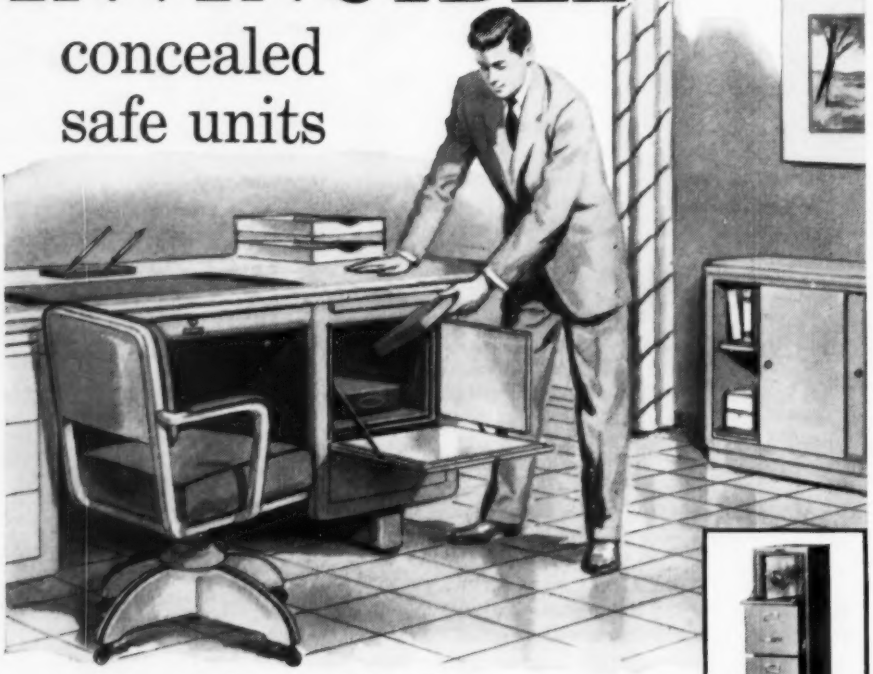

PITNEY-BOWES, INC.
3424 PACIFIC ST., STAMFORD, CONN.
*Please send free ☐ DM booklet, ☐ chart to:*

*Name* _____

*Address* _____

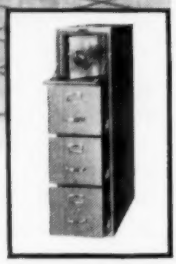
# INVINCIBLE

## concealed safe units



*The right combination for maximum protection*

Take your pick . . . handsome Modernaire desk or efficient Invincible file. Equipped with a concealed safe unit, each is the perfect place to keep valuable papers, confidential records, narcotics, dangerous drugs and other valuables from prying eyes and fingers. Gives you convenient, fingertip safety PLUS famous Invincible styling.



**The Invincible Concealed Safe Unit** is available in either desk-high, counter-high or standard four-drawer filing cabinets. Choice of letter or legal size with or without general lock for file drawers.

*Set the pace for better business living*

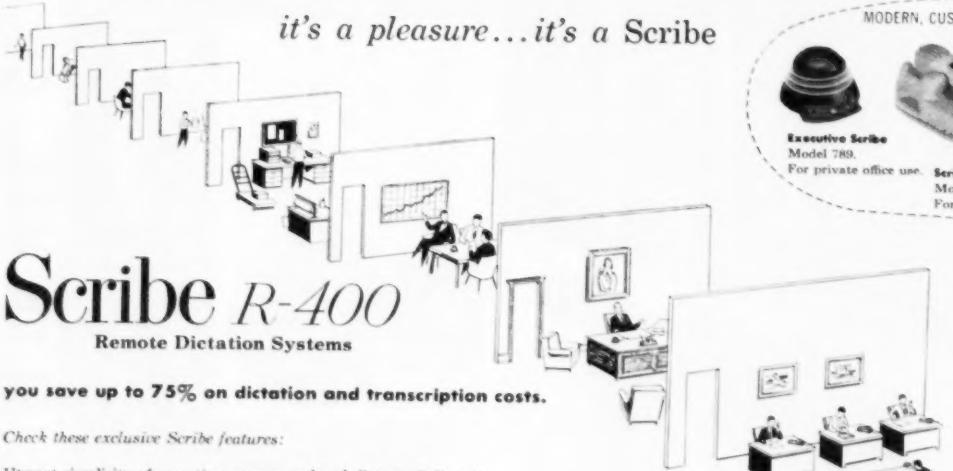
# INVINCIBLE

**METAL FURNITURE COMPANY**

MANITOWOC, WISCONSIN

*In Canada:* A. R. Davey Company Limited, Factory Representative
175 Bedford Road, Toronto 5, Canada

*it's a pleasure... it's a* Scribe



# Scribe *R-400*

**Remote Dictation Systems**

**you save up to 75% on dictation and transcription costs.**

*Check these exclusive Scribe features:*

Utmost simplicity of operation—assures relaxed, "at ease" dictation

Syllable-clear voice reproduction—for smooth, fast transcription

Error-free dictation—provides easy-to-follow, uninterrupted flow of transcription

Maximum economy—recording medium lasts forever—your first cost is your last

Yes, Mr. Executive—whether it's correspondence, conference recording, or any dictation application—there's a modern Scribe Remote Dictation System that will save you time and money! With a Scribe R-400 Remote Dictation System, any number of executives can dictate into a machine located at the secretary's desk. No need for her to pick up dictation records from each executive. No delays in transcription. With a Scribe—there are no "5 o'clock pile-ups" on your secretary's desk—or on yours!

Let us show you how Scribe can go to work for you. Ask for a demonstration of the Scribe R-400 today. There's no obligation, of course...

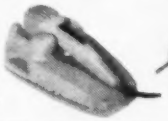
SALES AND SERVICE FROM COAST TO COAST

**SCRIBE CORPORATION** 5024 WEST MADISON, CHICAGO 44, ILL.

MODERN, CUSTOM-STYLED STATIONS



**Executive Scribe**
Model 789.
For private office use.



**Scribe Miracle Mike**
Model 734.
For general-purpose use.

**Scribe Hand Set**
Model 794.
Telephone-style station.

your secretary too will say
"It's a pleasure... it's a Scribe!"

# Tusco

THE WORLD'S STURDIEST OFFICE MACHINE STANDS

*From* $34.50

*To* $66.00

**FEATURES:**

- 3" diameter casters prevent tip overs
- Drop leaf interchangeable
- Solid steel frame construction
- Simple elevating device
- Plenty of leg room
- 5-ply drop leaf

**ADJUSTABLE BALL FOOT**

Permits adjustment to very uneven floors. Always rigid.

**GENERAL SPECIFICATIONS**

Frame 24½" wide, 17¼" deep. Simple, positive elevating action. Constructed of 1" steel tubing. 25¼" between casters. Top 18" x 18", drop leaf 16" x 18". 3" diameter casters. 2 rubber feet, 2 ball feet.

*Write Today for New Folder and Dealer Plan*

## TUBULAR SPECIALTY MFG. CO.

1940 STANLEY AVE. DETROIT 8, MICHIGAN

DISTRIBUTOR — SOUTHEASTERN STATES

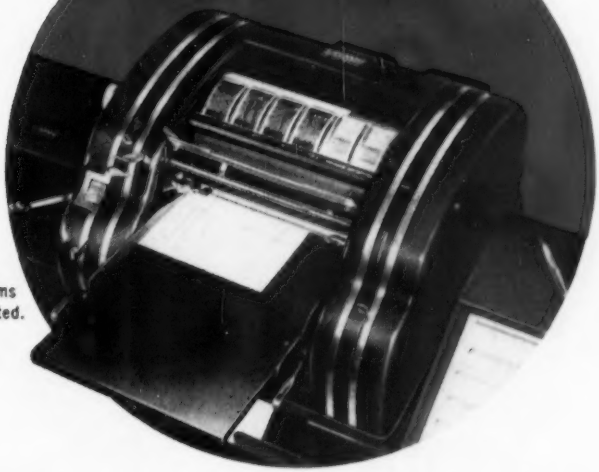
**RICHARD PICKERING COMPANY**

348 PEACHTREE ST. N.E., ATLANTA, GA.

# systems machines AND spirit duplicators

BY **ORMIG**

ORIGINATORS OF THE SPIRIT PROCESS



Model AV systems machine illustrated.

## "UNIVERSAL" SYSTEMS MACHINES:

World's only systems machines that give you the magic of pushbutton changes through selection, elimination, condensation, or shifting of lines, columns or headings. All from only one master, without masks, blockouts, strip-masters or shingled forms.

## SPIRIT DUPLICATORS

1955 models by the originators of the spirit process. All Ormig duplicators feature rugged construction, simple and foolproof clamping device, and direct wick moistening. Available in sizes from 9" x 14" to 14" x 17"—hand or motor driven.

Write to . . . Copy-Craft Sole distributors in the U. S. A.

**DEALERS NOTE:**

The Ormig hand-operated duplicators are available to all qualified business machine dealers on a non-exclusive basis. The famous Ormig systems machines are, of course, sold only through carefully selected dealers in exclusive territories.

**Dept. O3, 105 Chambers St., New York 7, N. Y.**

Carbon paper & ribbons • Duplicating, photocopying & systems machines & supplies

DISTRIBUTOR — SOUTHEASTERN STATES

**RICHARD PICKERING COMPANY**

348 PEACHTREE ST. N.E., ATLANTA, GA.

Spee-D-Ada says: IT'S QUICKER . . . CLEANER . . . EASIER TO ADDRESS MULTIPLE MAILINGS WITH **DENNISON** *Carbon Set* **ADDRESSING LABELS***

**QUICKER** . . . Insert Dennison *Carbon Set* Addressing Labels in your typewriter and you're ready to type 4 sets of labels at once. No collating — the carbons are in place. No slipping — sheets stay lined up till you snap them apart.

**CLEANER** . . . You never have to touch the carbon. It's in every set — snaps away easily when you are done.

THEY SNAP APART

**EASIER** . . . Additional Dennison features save you time and trouble: Sheets are numbered for identification; sets consecutively numbered for records. Labels are accurately spaced. There are 33 standard labels to a sheet; 132 to a set. Extra space at bottom makes last labels easy to type. Clean-cut Dennison couponing.

*And they're backed with Dennison Stick-Tight Gumming*

Order your supply of Dennison CARBON SET Addressing Labels (No. 4724) from your stationer.

**FOR FREE SAMPLES:** write Dennison Manufacturing Company Framingham, Mass.

*Four sheets of perforated label paper — factory collated with one-time carbons.

Dennison

Carbon Set

**ADDRESSING LABELS**

they'll try...compare...and buy

the *beautiful* NEW

# REGNA

ADDING MACHINE

## and here's why:

- models with or without direct subtraction available
- revolutionary years-ahead styling
- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
- correction key clears entire keyboard
- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

**IN CANADA:** Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.

**OUTSIDE CONTINENTAL U.S.:** Jorgen T. Lien, Box 307, Bergen, Norway.

**REGNA CASH REGISTERS, INC.**
**175 Fifth Avenue**
**New York 10, N. Y.**

Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

Name_____

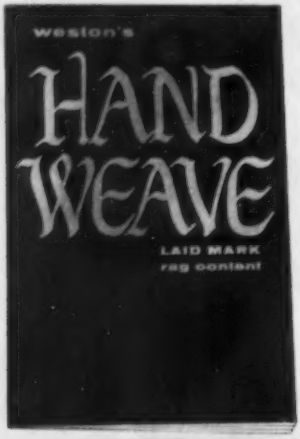
Address_____

City_____ Zone____ State____

# New Products

## LETTERHEAD PAPER

Byron Weston Co., Dept. OF, Dalton, Mass., announces a distinctive new line of rag content letterhead paper in the popular priced 25% rag content grade.




Called Weston's Hand Weave, this paper has a distinctive antique, laidmarked texture with the richness and charm of old-time handmade paper. It is available in a brilliant, sparkling white and four pastel colors of exceptional appeal: ivory, blue, green and gray. Although Weston's Hand Weave is made primarily for distinctive letterheads, it is admirably suited for printed pieces which reflect an authentic handmade atmosphere. Available in sizes 17″ x 22″ and 22″ x 34″ in Sub. 20 and 24. Envelopes to match and a correspondence cabinet of 100 sheets and 100 envelopes, confidential size, are also available. Write above address for a free sample book or a portfolio of specimens and sample sheets.

## STENCIL DUPLICATOR

A. B. Dick Co., Dept. O-355, 5700 Touhy Ave., Chicago 31, Ill., makes the Model 432, an economy-priced, hand-operated mimeograph with many deluxe features. It has an automatic-inking enclosed cylinder, permitting the use of inks which dry on contact with paper.

An ink recovery system makes frequent re-inking during long runs unnecessary. Multi-color duplicating is simplified because two ink pads can be used at one time on this machine. The black inked pad is covered with a sheet of pliofilm and a clean second pad can then be added for the color inks. Hairline registration and an automatic dual roll feed eliminates paper lint in copy areas. The machine will feed a full ream of paper. All operating controls are clearly identi-

fied and complete operating instructions are printed on permanently-attached metal decals. This does away with the need for instruction books which often are misplaced.

## PHOTOCOPIER

Addo Machine Co., Dept. O, 145 West 57th St., New York 19, N. Y., distributes the Luxacopy Petita 44, a continuous type photocopying machine manufactured in Western Germany. This machine combines handsome design with efficiency and simplicity of operation.

Timing is controlled by pushbuttons and there is a reverse movement key for feed correction. Like all dry process photocopiers, the Luxacopy can be operated in a lighted room and produces true, dry copies—black on white background—in 40 seconds. Complete information from above address.

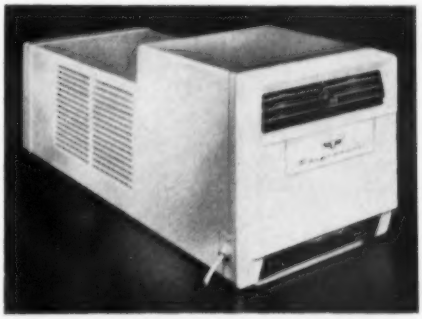
## FLUORESCENT STARTERS

Verd-A-Ray Corp., 615 Front St., Toledo, Ohio, makes Air Thermal type starters which are claimed to stop the loss of the full hour-life of fluorescent lamps. It is estimated that a lamp's life is reduced as much as 75% by starter failure. Under group replacement plans, lamp loss is even greater if all lamps are replaced when lamp failures exceed 20%. Usually only the lead lamps on the circuit are impaired by starter failure. Lamps on the lag circuit may still have half their original rated hour-life available. Verd-A-Ray claims Air Thermal starters will prevent costly loss of the full hour-life of lamps. Preheating is completed by Air Thermal starters in one continuous, unbroken cycle within the 1 to 7 seconds set by

lamp manufacturers. Lamps last the full hour-life set by manufacturers which can cut lamp replacement costs almost in half. Complete information from above address.

## WINDOW AIR CONDITIONERS

Frigidaire, Dayton 1, Ohio, announces newly styled room air conditioners, designed to meet all window requirements and with advanced engineering features. The line is the most complete and flexible in their 26-year history of producing room air conditioners and is designed



to give users the most quiet and efficient cooling while retaining the smart appearance of modern furniture. There are four models in two series, Super and Deluxe-Twin. Super models are offered in 1/3 and 1/2 hp. capacities and can be

installed in either casement or double-hung windows. They are made to fit a casement window opening only 14¾" wide by 10⅞" high, making casement installation extremely simple. The Deluxe series consists of ¾ and 1 hp. models that feature two separate cooling systems. On moderately warm days only one system is required and on really hot days, both combine to keep temperature and humidity at a comfortable level. This avoids undercooling and costly overcooling. More compact than previous models of the same capacity, the Deluxe twin-powered units are only 26" high. All units bear the same family resemblance in color and styling. Air distribution is controlled by adjustable grilles at the front. Outside air may be brought into the room through the unit. Simple controls are concealed behind a flip-open panel below the air delivery grille. All units can be installed in a window flush with drapes or blinds, or in a variable balanced mounting position. Illustrated literature from above address.

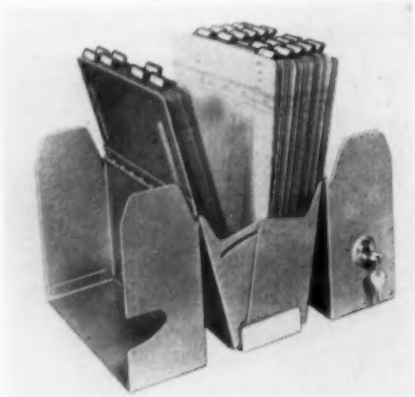
## FLOOR SAFETY

Walter G. Legge Co., 101 Park Ave., New York 17, N. Y., offers a free 16-page illustrated booklet, "Mr. Higby and the Gremlin," which describes the dangers

of slippery floors and tells how to prevent accidents and improve your safety record while eliminating wasteful maintenance practices. Write above address for a free copy.

## POSTING TRAY

National Blank Book Co., Holyoke, Mass., makes the National Portable Posting Tray for smaller installations. Hinged top covers drop down to act as a base when the tray is in use. A V-opening is formed for easy posting. When closed, entire unit can be easily filed or stored in a vault. Of aluminum construction in gray hammertown finish



with contrasting red base, tray is equipped with tumbler lock and key. Made in three styles for 6" x 10", 6¼" x 10", 7" x 11" and 8½" x 11" sheets. The 3" filing capacity takes 300 Sub. 32 ledger sheets. Overall size closed is 10" wide, 12¼" high, 4¼" deep; open, 10" wide, 11¾" high, 14" deep. Each style lists at $24.75. Illustrated literature from above address.

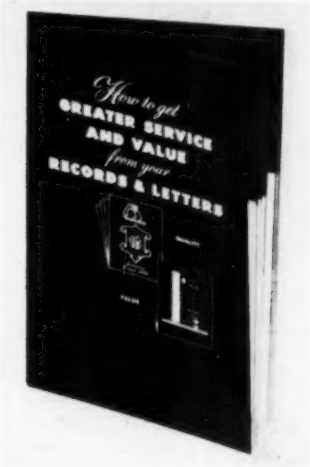
## PRINTING EQUIPMENT

Harris-Seybold Co., 4510 East 71st St., Cleveland 5, Ohio, offers a colorful eight-page "Directory of Equipment for the Graphic Arts Industry" with full-color photographs depicting many kinds of printed material and photomicrographs of offset, letterpress and gravure color-process printing, magnified to 100 diameters. In addition, the complete lines of Harris offset presses, Seybold power paper cutters, Cottrell roll-fed gravure presses, roll-fed magazine presses, sheet-fed rotary letterpresses and numerous

other items of equipment and supplies available from Harris-Seybold and its subsidiaries are listed and illustrated. A free copy can be had from above address.

## PAPER GUIDE

L. L. Brown Paper Co., Adams, Mass., have published a booklet, "How to Get Greater Service and Value from Your Records and Letters." This is a concise, easy-reading and fully illustrated explanation of the why's and wherefore's of different types of paper, a reliable guide to selecting the right paper for records and correspondence. It gives basic facts and clear photomicrographs to show the natural and man-made difference between rag-content papers and




wood papers. It tells how to detect the different properties in papers. It includes graphically illustrated data to prove that those papers which are best suited for given uses may be employed with only negligible increase in total accounting and correspondence costs. There is a supplementary use-guide which reflects 103 years of specialized experience in making record and correspondence papers for pre-determined and definite use requirements. A copy of this informative and authoritative booklet is free from above address.

## PHOTOCOPIER

Copease Corp., Box 0-3, 270 Park Ave., New York 17, N. Y., now equip Copease Duplex Photocopy Machines with a Lite-Visor which permits making photocopies under any lighting conditions. In addition, a different roller transport system permits copying a much wider range of

material. The Lite-Visor is transparent red Plexiglas and allows making excellent copies under direct, low-hanging fluorescent lighting. A slide-out panel gives full view of machine's operation without danger of overexposure. The Lite-Visor is available for installation on Copease machines now in use. The new transport system has spring suspended Plexiglas rollers instead of the previous filter and felt drums. The new rollers enable production in a few seconds of clear, legally acceptable, fade-proof copies of all papers including lengthy documents, stapled papers and shingled cards. The new transport too can be installed on existing machines.

## RIBBON GUIDE

Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y., offers a 6-page pocket directory to aid in the selection of the proper ribbons for typewriters, adders and calculators, tabulating machines, Teletype and addressing machines for specific jobs. The differences in silk, nylon and cotton ribbons are briefly covered. In question and answer format,

the booklet explains the buying of office machine ribbons and gives the advantages of silk, nylon and cotton fabric ribbons for specific jobs. A special insert sheet delves into the proper selection and performances of carbon paper ribbons and special formula fabric ribbons for photographic processes and offset reproductions. Copies of the folder and insert sheet, RSR-291 and RSR-296, are available from above address.

## TYPEWRITER TABLE

Modern Steelcraft, Inc., Dept. O3, 230 Fifth Ave., New York 1, N. Y., makes the Regency Typewriter Table with extra large knee space. It has two storage-pockets inside its right and left panels: a deep pocket at right for stationery and an envelope pocket at left. A center drawer holds steno books, carbons, ribbons, pencils, etc. Simple operating snap-lock brackets provide rigid support

for heavy objects resting on the drop leaves. Easy rolling casters allow fingertip movability of the table which is built of top grade furniture steel electrically welded throughout. Top is 16" x 20"; 16" x 40" with two leaves open. Fixed center shelf provides storage space for dictionary, telephone books and reference texts. Finished in attractive gray, green or walnut 350° baked-on enamel which will not crack or peel. Each table is railroad carton packed, acceptable for parcel post shipment, weighs 33 lbs. Lists at $12.49. Literature from above address.

## CALCULATOR

Marchant Calculators, Inc., Oakland 8, Calif., makes the Marchant Retail Special Calculator for high speed figurework production at the rate of 1000 dial counts per minute. This all-electric, automatic model was developed especially for the retail field's high pressure figuring and accounting conditions, daily deadlines and mounting figurework costs.

Its speed and accuracy controls make possible important time and payroll savings. A feature of major value to retailers is Marchant's automatic simultaneous push-button multiplication. The Retail Special multiplies quantity by price, producing the individual total or the accumulated total during actual entry of the price. There is no waiting. For example, in taking inventory the entries of items and unit price, and the extension, flash immediately into view in the three sets of dials. At the instant the last quantity and price are entered, the total value of merchandise in a section or department appears automatically in the middle dials. This accumulated total cannot be removed by accident, as the middle dial has a positive lock which locks in the total until the operator is ready to clear it and proceed with addi-

tional calculating. All store figurework can be turned out at high speed. In addition to multiplying, machine performs division, addition and subtraction, all automatically. Like all other Marchant automatic calculators, this model develops the answer in any kind of calculating while the operator is making the entries with the answer appearing in the dials the instant the last key is tapped.

## ENVELOPES

Columbia Envelope Co., 2013 N. Hawthorne St., Melrose Park, Ill., is making two new envelopes under the descriptive names, Ribtone and Gatortone, featuring stripes and alligator skin designs respectively, reproduced through a combination of embossing and tinting. The result is a raised color design on white paper. Printed matter on the envelopes is inked solid and takes on a three-dimensional, highly attractive appearance.

This combination of touch and eye appeals increases attention value in direct mail advertising. The envelopes are constructed on the Aristocrat style with vertical side seams which permit printing over entire back without seam interference, have a more dignified appearance, and more easily handled on automatic inserting and sealing machines. Special sizes and colors can be used without premium costs. Huge quantity orders are unnecessary for special colors. This design was first introduced into the envelope trade by Columbia and is available in all color combinations and in both standard and special sizes and shapes. Free samples and further information from above address.

## ELECTRONIC FILE

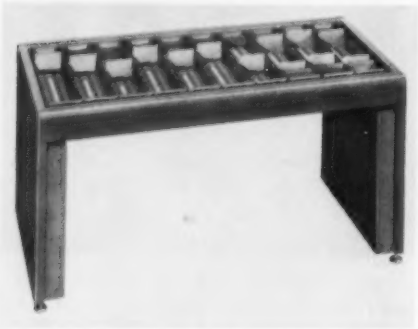
Electronics Corp. of America, 10 Potter St., Cambridge 42, Mass., makes the Type C Magnefile which will keep perpetual inventory, record withdrawals and sales, without the use of cards, tape or other external media. Designed for use where fast turnover necessitates accurate, perpetual inventory records on a day-to-day or hour-to-hour basis, it maintains in its

magnetic memory complete inventory information on 10,000 different items. It can read a sales tag removed from an item just sold completely identifying the item, figure the total price for the quantity the customer purchased, add Federal and local taxes and automatically type a complete sales slip bearing all pertinent information. It also computes and remembers the number of items remaining in stock after subtracting this sale, the sales clerk's dollar sales volume and the items which must be reordered. It can print information at the end of the day covering the entire inventory of a selected list of active items. In addition to inventory control, Magnefile performs a number of other functions such as

payroll accounting, sales analysis and production scheduling. The completely self-contained unit is only 52" x 48" x 32" and operates on 110 v. 60 cycle AC. No auxiliary equipment is required. Bulletin MC184 with descriptive information is free from above address.

## CARD FILE

Tab Products Co., 57 Post St., San Francisco 4, Calif., makes Speedafiles in two capacity sizes for filing 3 x 5, 4 x 6 and 5 x 8 cards. Individual trays are removable from the file and equipped with wobble blocks or card compressor optionally. Speedafile is shown with card compressors in the seven trays on the left and wobble blocks sets in the trays on the right. For cards requiring quick reference, Speedafiile makes possible faster, simpler and more economical handling of records. Thousands of cards are

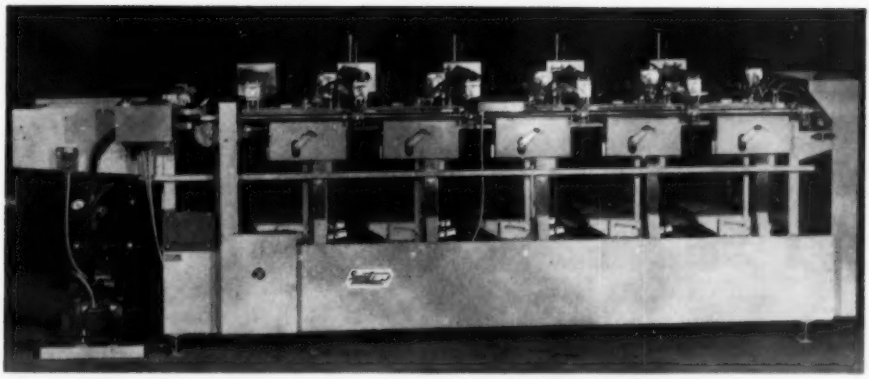


immediately available on one level, within easy reach. There is no waste effort occasioned by file drawer opening and closing; no gadgets or mechanisms to get out of order. Optionally available but not illustrated are rolling posting boards, steel table top covers with and without locks, trim vinyl dust cover, extra shelf assembly and locking casters. All Speedafile models have one standard frame construction so that users have complete flexibility in converting from 3 x 5 trays to 4 x 6 or 5 x 8, or mixing them in the same frame when desired. The removable trays facilitate work distribution for peakloads, making it easy to distribute the records. Heavy gauge frames come in sitting or standing height. Rounded lines add beauty to this flexible, completely functional group of files. The model shown is Tab Speedafile No. 1035-L. For information about this and a complete line of general office equipment, write for new, illustrated Catalog Six. For your tabulating department, write for new, illustrated Catalog Five which describes the complete line of tabulating tub files, storaways, drawer files, control panel cabinets, binders, card punch desks, trucks, racks and other tabulating accessories.

## POSTURE CHAIR

Milwaukee Metal Furniture Co., 101 N. Campbell Ave., Chicago 12, Ill., makes the M-820 Junior Executive Posture Chair without arms. It has a virtually indestructible all-steel frame and base with stainless steel scuff plates. Seat has superior cushion construction, using

a Marshall type spring unit. Ball bearing casters provide smooth, silent operation. The simple but versatile adjustments fit the chair to the individual user for all-day working comfort. Illustrated literature on this and matching chairs is free from above address.

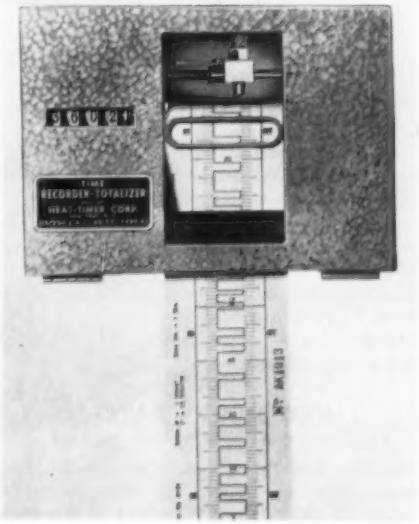


## COLLATOR & GLUER

Didde-Glaser, Inc., Emporia, Kans., makes the Speed-kleet Collator, a high speed machine which gathers and glues in register in one operation. Snap apart forms sets are delivered on a belt at the end of the machine. As just a collator, it will gather sheets from 4" x 6" to 12" x 19". Designed for low cost maintenance, machine will gather and glue 4000 five-part sets (20,000 sheets) an hour. It can run a double section such as two sheets and two carbons 17" wide at four of its stations plus a three-part set at the fifth station, and deliver 4000 sets of this 19-part form (10 sheets and 9 carbons or 76,000 pieces) per hour. Stations can be independently adjusted quickly to accommodate a wide variety of work. Each station has a sheet detector which will stop machine in case of a miss or double pick-up, and a light indicates the offending station. Speed is variable up to 4200 sets an hour. Pump for vacuum feed and motor can be located away from machine if desired. Further information from above address.

## MACHINE TIMER

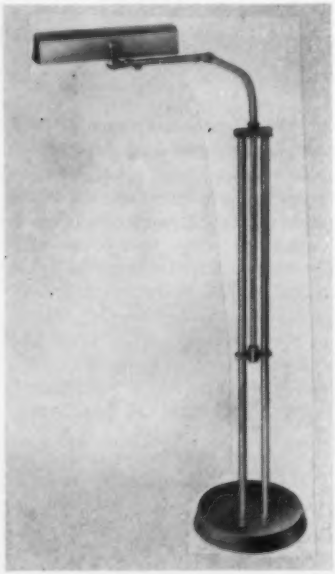
Heat-Timer Corp., 657 Broadway, New York 12, N. Y., makes the Time Recorder-Totalizer which provides a continuous record of the use of any electrically operated machine or equipment. A chronologically marked tape moves through the instrument from a large roll and records the time and duration of every on and off period. A glance at the tape gives full information about the operation of the machine being monitored. The totalizer gives the total of complete on-time. Ideal for monitoring the use of rented office equipment, for setting work standards, cost analysis, etc. Can be installed as an integral part of the equipment, as a remote installation or as a portable tool. Standard tape speeds available are: 1" per 5 min., 1"



per 15 min., 1" per hour. Tamperproof and easy to install; priced at $55. Descriptive literature from above address.

## BOOKKEEPING MACHINE LAMP

Emeralite Co., 40 Warren St., New York 7, N. Y., makes the No. 5271 lamp especially for use with bookkeeping machines. The vertical standards are positioned off the center of the base to allow setting base under machine's stand.



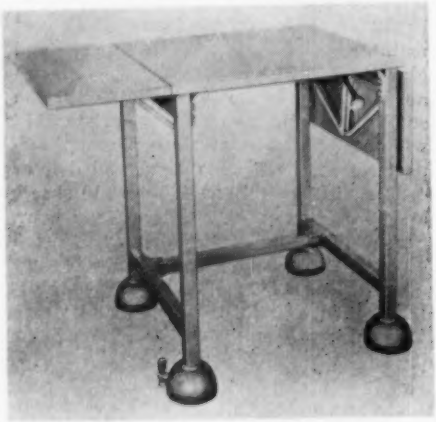
Lamp is sturdily built to eliminate vibration when used with electric machines. Shade can be adjusted from 40" to 60" in height to provide a good spread of light on the machine and the work being processed. Available with either Daylite incandescent or fluorescent bulbs. Illustrated literature showing this, and many other types of office lamps, is free from the above address.

## PHOTOCOPY PAPER

American Photocopy Equipment Co., 1920 W. Peterson Ave., Chicago 26, Ill., announces an Apeco photocopy paper which is 500% more resistant to pre-fogging in incandescent or fluorescent light than papers previously offered. After thorough laboratory testing, the paper proved to stay whiter much longer after processing than other comparable papers. Sharper copy, higher contrast, less exhaustion of developer, along with its light-resistant qualities, will increase efficiency and speed photocopying in much brighter areas and in fluorescent lighted offices. Descriptive literature about this paper is free from above address.

## HEAVY MACHINE STANDS

Cramer Posture Chair Co., 1205 Charlotte, Kansas City 6, Mo., makes the Guardian line of strength-engineered table-stands, designed to provide the complete rigidity essential to the trouble-free operation of heavy, complex office machines. Available in several heights and sizes, these stands are clean-lined and simple in design to complement modern office decor, and may be



enamel-finished to order in any color desired. Special features safeguard expensive machines and provide convenient space and comfortable height for efficient operation. All models have multi-purpose tops of ¾" plywood, smooth-edged, and may be ordered with 9" or 12" matching leaves held firmly by a positive leaf lock that cannot be accidentally released. The 3" welded top members

no leaks

The B D C mimeograph uses a thin film of heavy paste ink that does not and cannot leak. Yet perfect ink distribution is assured over the entire printing area by the same kind of oscillating ink roller used on a printing press. Copies are so sharp, clean and evenly inked they are often described as printing press quality. Because the ink can't leak the B D C is always clean—but better yet, so is the user! You'll want the whole story on the B D C mimeograph—how it operates without a drum, without a messy ink pad, gives you a 3 minute color change, raises or lowers copy with a knob. *Write for complete information. Bohn Duplicator Corporation, 444 Fourth Avenue, New York 16, New York.*

use the revolutionary mimeograph

$179.50 +FET

BDC REX-ROTARY

A NEW

SADDLE BACK

and a new method of making

LINE FIND STATEMENTS

"Slip Ease" the new Saddle Back Statement is a process where the double carbons are easily slipped out of the statement after usage.

The new Line Find Statement is a method of making this popular statement by lithographing, perforating, and attaching carbon in one continuous operation in sizes not over 8½" wide and 14½" long.

In addition to statements, as we run two shifts, we specialize in very fast delivery on short runs of all types of carbon-interleaved forms. We have no salesmen or sales offices, and we do not sell direct. Sold only through distributors and printers who should write on their letterhead for the new 1955 simplified 24-page priced catalog, "At Your Service."

*We also manufacture forms on N.C.R. paper.*

MODERN

BUSINESS FORMS MFG. CO.

308 EAST 8th STREET

CINCINNATI 2, OHIO

on upper sides and back afford stability even for sensitive electronic machines. Strong 1" sq.-tube steel legs are rigidly braced for completely stationary operation and fitted with Cramer safety domes, the full-circle foot construction which grips the floor securely yet releases instantly by single lever action when desired, for smooth and silent rolling on retractable ball bearing casters. Self-levelers assure solid floor-gripping on uneven floors. Guardian stands with 20" x 17" tops (plus leaves as desired) are available in standard 26" height for electric typewriters, etc., and in 35" height for machines used by standing operators. Two models with 24" x 20" tops may be ordered in either 26" or 29" height, the latter a practical machine stand which also serves as extra table space. Complete information from above address.

### PHOTOCOPIER

F. G. Ludwig, Inc., Old Saybrook, Conn., announces an improved, portable and flexible Contoura-Constat Photocopier which permits easy copying of material bound into tight volumes or permanently mounted on walls. The low-cost, two-part photocopier, which obtains clear, error-free copies from flat material

as well as from hard-to-reach matter, owes its versatility to an inflatable plastic cushion. By inflating the cushion to the desired roundness, the copier is made to compensate for the contours of the material to be copied. Copies are produced in about 40 seconds and no special darkroom facilities are required. The Contoura-Constat is available in two

No. 500

Senior Executive Desk

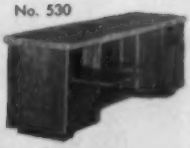
No. 550

Senior Executive Desk

No. 501

Senior Executive Table

No. 530



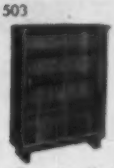
Credenza
(companion model no. 510)

# *Incomparable*

THE SUPERLATIVE

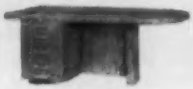
SENIOR EXECUTIVE SERIES

No. 503

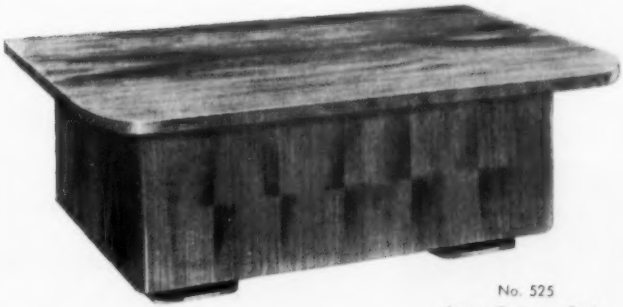


Senior Executive Bookcase

No. 505



Senior Executive
Conference Desk
(companion model no. 515)



No. 525
Senior Executive Desk

No. 514

Senior Executive
Secretarial Desk

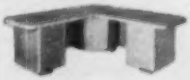
*the exclusive line of office furniture*

- beautiful
- functional
- modern
- complete

EXECUTIVE FURNITURE COMPANY
WICHITA FALLS, TEXAS

EXECUTIVE
FURNITURE CO.

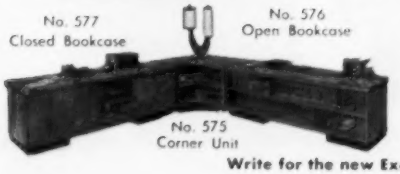
No. 555



Senior Executive
Conference Table

No. 577
Closed Bookcase

No. 576
Open Bookcase



No. 575
Corner Unit

Custom Built Directors Table
(built to your specifications)

**Write for the new Executive Furniture Catalog**

# HER JOB'S A JOY–

# HER ADDING MACHINE'S A CLARY!

To see how beautiful new office equipment pleases that girl of yours, just give her a new Clary—sheer joy! Watch her morale and work output go 'way up...as Clary's powerized controls always keep ahead of her flying fingers. Easy multiplication—fast division without reciprocals—subtraction and credit balances printed in red. Yours *alone* with our new 10-Key or Full Key. We've solved the adding machine problems of over 150,000 U.S. firms. We can solve yours.

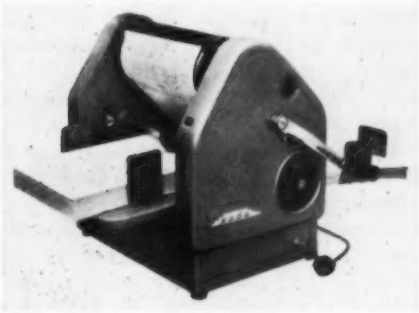
**For a revealing demonstration, just phone the Clary dealer or Factory Branch Office listed in your yellow pages.**

Clary Multiplier Corporation
San Gabriel, Calif.

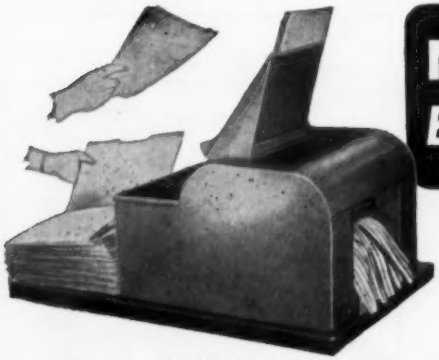
sizes, 8½" x 14" and 8" x 10". The cushion is inflated by a hand pump. For copying flat material, the cushion is only slightly inflated. For reproducing curved materials, such as the pages of books, the cushion is inflated to a greater degree. After a negative made with the Contoura, it is simple to run the material through the dry-process developing unit, the Constat. Complete information from above address.

### STENCIL DUPLICATORS

Elmer Brewer, 40 East 23rd St., New York 10, N. Y., announces the Sada line of stencil duplicators, made for 30



years by Soc. p. Az. Duplicatori e Affini in Milan, Italy. Low priced Models 13 and 14 have automatic elevator feed tray which takes 500 sheets at a time:

**NEW • FASTER • EASIER • Automatic!**

**Destroys Old Papers and Records with No Hand Feeding**

The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the first stack feed machine . . . feeds itself automatically! Shreds confidential papers, records, time cards into ¼" strips—in seconds. Machine is a typewriter-size, portable desk model with full ½ HP motor. Safe, easy to operate. Many sizes. Write today for details of 10-DAY FREE TRIAL.

**INDUSTRIAL SHREDDER & CUTTER CO.**
103 MILL STREET • • SALEM, OHIO

Model 14 is electric; Model 13, manual. Machines allow quick, clean detachment of stencil, silk screen and oscillating ink roller. Impression roller is made to hold its shape. Text can be shifted vertically up to 2¼". Feed tray folds when not in use and clean operation is assured by use of paste inks. Deflector plates are adjustable for paper ejection. Machines have reset counter and are enclosed so that gears are dustproofed. Motor is self-contained in base. Satin gray finish. The Sada All-Automatic Model 2000 has an automatic paper elevator feed which takes 1000 sheets at a time. It provides pinpoint register, has a self-contained motor and transformer, automatic shut-off counter, and all automatic inking with metered control for paste or fluid inks which come in containers that screw into the duplicator like a light bulb. Exclusive distributors being appointed for U. S. and Canada. Write above address for full information.

## TABLE LECTERN

Kell-Mor Lectern Co., 1283 N. Main St., Rockford, Ill., makes the Model 102 Table Model Lectern for speakers. This is suitable for use on a table at ban-

quets, sales meetings, etc. It is made of finest grained hardwood finished in walnut. Equipped with a shaded lamp to illuminate speaker's notes which are

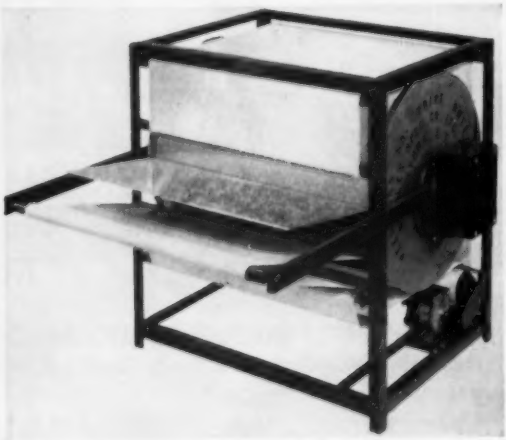

*Engineered For Peak Performance*

**SIMPLEX**

**Peerless SENIOR**

**The Big Brother of the popular Peerless Jr. Designed for greater capacity at minimum cost. Versatility proven in its use for drying photocopy, blueprint and photographic papers. Backed by 38 years of manufacturing experience in building the finest in photoprint dryers.**

- Dry prints up to 18 x 24 inches on 20 inch width belt.
- **GREATER CAPACITY** — Average of 130 8½ x 11 prints per hour.
- **LOW COST OPERATION** — draws only 12 amperes. No special wiring required.



- **THERMOSTATIC HEAT CONTROL**—Maintains uniform temperatures for proper drying.
- Rugged Construction — assures long trouble-free operation.

**SIMPLEX SPECIALTY CO. 116 West 14th St., N. Y. 11, N. Y.**

# *It Takes a Lot of "Copy Cats"*

## TO DO THE WORK OF COPYFLEX!

You've got them in your company—valuable personnel who are forced by paperwork to become "copy cats." Every day, in one case after another, they manually copy the same original information from one departmental form to another. Their work is costly, slow, often inaccurate.

The new Copyflex Model 100 takes the place of "copy cats." Basic information is written only once—departmental copies are mechanically reproduced from the original "action" paper. Copyflex one-writing systems speed and simplify purchasing, production, shipping, invoicing, accounting, and a host of other operations. They free personnel for other important work, give you tighter control of operations, save thousands of dollars.

Copyflex machines are quiet, clean, odorless. They require only an electrical connection, can be operated by anyone. Mail coupon today!

All-purpose, compact desk top Model 100 Copyflex. Produces up to 300 copies of different originals hourly, 11 inches wide by any length. **$498.50**

**Find how Copyflex can simplify and speed the following paperwork:**

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| Purchase Requisitions | Payroll |
| Receiving Reports | Shipping Notices |
| Bills of Material | Invoices |
| Operation Sheets | Tax Returns |
| Production Orders | Sales Analysis |
| Accounting Reports | Inventory Controls |

*Amazing New*

**BRUNING**

*Copyflex "100"*

Copies anything typed, written, printed, or drawn on ordinary translucent paper—in seconds.

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**Charles Bruning Company, Inc., Dept. 1605**
**4700 Montrose Ave., Chicago 41, Illinois**

Please send me information on the Copyflex process and new Model 100 machine.

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Company _____

Address _____

City _____ County _____ State _____

CHARLES BRUNING COMPANY, INCORPORATED • 4700 MONTROSE AVENUE • CHICAGO 41, ILLINOIS

held at a convenient reading angle. Lectern is 19" high, 21½" wide and 21" deep. Literature, showing this and floor model lecterns, is free from above address.

### OFFSET PLATE

Ozalid Division of General Aniline & Film Corp., 175 Ozaway, Johnson City, N. Y. announces that new manufacturing facilities permit volume production and price reductions of positive-working Ozalith paper offset plates. Completion of a building and equipment to sensitize the plates enables Ozalid to pass a 30% savings to customers. Effective March 1, 10" x 16" paper plates are offered for 22c each; other sizes are proportionately priced. Plates are available for all popular, small offset duplicators. Ozalith paper plates can be made directly from translucent originals. Users go from translucent original to running press in as little as 90 seconds.


This is an executive — fussing with details a clerk should be handling!

How many extra hours do your department heads spend searching for the many tiny details that make up the all important picture of a departments overall operation.

The answer to this problem — as thousands of others have found — is PRODUC-TROL

Produc-Trol is a visual control system that gives you facts, automatically compared and analyzed, at a single glance. Whether it's Order Control, Inventory, Parts Available for Assembly, Sales Statistics, or one of the other many and varied applications, Produc-Trol eliminates the time-waste and inaccuracies that hamper executive decisions. Send the coupon today — let us show you how Produc-Trol can save time and money — and increase efficiency in your entire operation.

PRODUC-TROL IS BEING USED EXTENSIVELY FOR CONTROL OF:

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I'm interested in Produc-Trol for

Name .....
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Company .....
Address .....
City ..... Zone ..... State .....

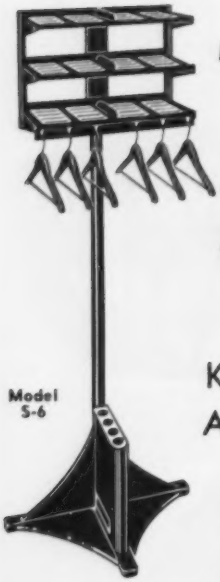
*"Effective Tools for Effective Management"*

## SAFE

Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 6, Ohio, makes the Hercules 1-X Safe which carries the Underwriters' Laboratories Class C and Relocking Device labels and the one-hour label of the Safe Manufacturers National Assn. Designed especially for homes and small offices, it has double steel walls throughout, electrically welded for strength. Walls and doors are solidly insulated with Meilink's exclusive Thermo-Cel insulation for increased fire protection. There are five

locking bolts—three on the left side of the door, one bolt front, one up, one down—all operated by an L-shaped handle with a steel cam. There are two locking bolts on the hinge side of the door and a deep, continuous tongue and groove door joint which is highly resistant to the entrance of heat. A full size pin tumbler and changeable combination lock, with drill-proof plates, gives added assurance against illegal entry. The safe weighs 125 lbs. Outside dimensions are 13" high, 10" wide, 9" deep. Exterior has a handsome gray wrinkle finish. The interior is finished in a matching gray color and the combination

The OFFICE VALET



End the Wraps Problem!

Model S-6

Keeps Wraps Aired, Dry and "in press"

Now private or small offices can keep wraps in a convenient and orderly manner . . . with each coat on a hanger held apart from all others; each hat on its ventilated hat space; umbrellas in a built-in stand and overshoes off the floor. With an Office Valet there is no "piling on", no crushing, no danger of tipping over. It will accommodate 6 people efficiently, graciously, on less than 2 sq. ft. of floor space.

Sturdily built of welded furniture steel finished in modern baked enamel and smart in line, it is an efficient answer to the wraps problem in offices, stores, restaurants, homes—wherever people gather.

dial is gray with black figures. Interior has a top drawer and two shelves with a larger space provided at one side for keeping ledgers and records.

### PORTABLE TYPEWRITER

Underwood Corp., 1 Park Ave., New York 16, N. Y., is making its first lower priced portable typewriter with a tabulation feature usually available only on higher priced models. Color-styled in non-glare Brewster green, the Underwood Universal portable is the second Underwood portable with tabulation: the Universal in the medium price range and the advanced design DeLuxe model. On the Universal, the typist can tabulate to any position where a stop has been set.

Tabulator stops are set by placing the carriage at the desired stop position and depressing the tabulator stop set key. To clear any single stop, typist tabulates to that position and depresses the tabulator stop clear key. All stops may be cleared by placing the carriage at the extreme left, depressing and holding the tabulator stop clear key down while returning the carriage to the extreme right. The Universal also has a balanced segment shift, carriage centralizing lock, exclusive See-Set margins, single, double and triple spacing, touch tuning, standard spaced keyboard of finger form keys, automatic ribbon reverse and margin release key that controls both right and left margins.

## NOW we keep a duplicator in the vice-president's office

It's AZOGRAPH—the new, easy way to make copies of written, typed and drawn material in a hurry—for example, copies of confidential memos, special reports and the like. Here is a process that is low in cost and it is clean—completely clean every step of the way—clean in the preparation of masters on through the production of copies.

For full information simply clip the *Information Request form to your letterhead and mail to A. B. Dick Company—5700 Touhy Avenue, Chicago 31, Illinois.

*Information Request
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See Text

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THE FIRST NAME IN DUPLICATING

# If Your Office—

is still using carbon paper,

try LETTEREX — the greatest

letter-writing advance since

the typewriter.

one SNAP removes carbons!

LETTEREX

Trade Mark Reg.

MANIFOLD CARBON PAPER SETS

*Write for samples:*

**The LETTEREX CORPORATION**

**1640 Connecticut Avenue, Washington 9, D.C.**

## HAND CLEANER

Heyer Corp., 1821 S. Kostner Ave., Chicago 23, Ill., offers a free bottle of Heyer Hekto Ink Remover so that its qualities can be tested without cost or obligation. Available in cream or liquid

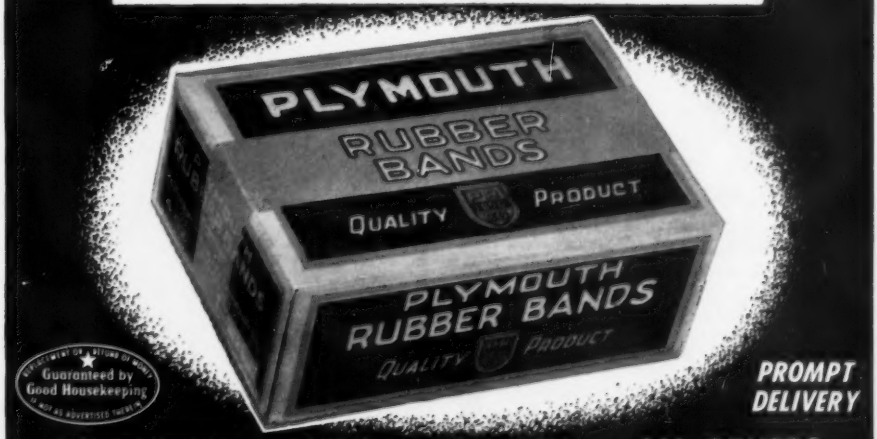
and pleasantly scented, Heyer Hekto Ink Remover is simply rubbed on ink stained hands and rinsed off, leaving hands clean and soft. It removes stamp pad, hectograph, carbon, and other ink stains. Because of its rich lanolin base, it does not irritate but softens the skin. Available in convenient tube, bottle, or jar. Write above address for free trial bottle.

## DESKS

Corry-Jamestown Mfg. Corp., Corry, Pa., makes the Steel Age Correlation line of desks with more than 50 units designed for easy integration with one

another to form dozens of different work stations and make the most efficient use of floorspace. Individual desk units are completely adaptable to changing requirements in space and function. Tops,


A PEDIGREED BAND

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Conforms to Federal Specifications

PLYMOUTH RUBBER COMPANY, Canton, Mass.

**PINK PLASTIC PUTTY...** that pulls the dirt out of typewriter type rather than washing it into the machine

Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape

***NO MESSY LIQUIDS*** to remove nail polish, spot or spatter clothes.

***NO HARMFUL FUMES*** to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

*Retails for 50¢ each*

*Dealers—write for sample and cost*

**BUD TYPE CLEANER**
P. O. BOX 4644
BALTIMORE 12, MARYLAND


bases, pedestals and panel ends are readily interchangeable, so that a desk can "grow" with a job. Desks in the Correlation line offer space-saving 30"-deep tops which makes every part of the top within convenient reach of the user. Noise is reduced by nylon rollers with Buna N rings on storage drawers. Audio tests show that this feature reduces drawer clatter by up to 72%, and the rollers outwear steel. Unbreakable Fibreglas pontoons, attractively tapered, provide additional foot room. The Steel Age Correlated Color Planning System allows selection from eight different enamel finishes and 14 desk-top materials and colors. This allows buyers to specify over 100 attractive combinations of enamel finishes and tops. Desk styles include single and double pedestal models with side and rear overhang combinations, secretarial typewriter desks with Glideaway or Shelfomatic mechanisms, and desks for other machines. Colorful descriptive brochure is free from above address.

## BLACK SPIRIT CARBON

Codo Mfg. Corp., Coraopolis, Pa., makes a new spirit hectograph carbon called Black-O-Graph which produces clean black copies without causing stains

on the hands of the typists and machine operators. It also eliminates purple stains on new pastel-shade typewriters. A plastic-type material on the hectograph coating gives Black-O-Graph a

*The right answer at the right moment*

**with world's smallest 100 % automatic calculator**

Long distance on the wire — Paris ... London ... New York ... Unprepared, you must make an intricate calculation in a matter of seconds. But the telephonesize Facit ESA-O is alongside to make sure you're not caught napping.

Anyone — even your office-boy — can master the Facit ESA-O after 15 minutes' practice. The smallest fully automatic calculator in existence, it has an "adultsize" keyboard — but with only 10 keys! Convenient five-finger span enables you to do calculations with one hand while making notations with the other.

Precision-made parts of fine Swedish steel are your guarantee of durable performance — thousands of Facit calculators produced 20 years ago are still in daily use. Ask for our illustrated brochure FB 24 to find out about Facit's special refinements.

**FACIT**

**CALCULATOR**

**WORLD'S MOST EXPORTED CALCULATOR**

**FACIT INC.**

**500 Fifth Ave., New York 36, N.Y. • 114 Sansome St., San Francisco 4, Calif.**

# NOW!

Quickly, Easily, Effectively Destroy confidential papers, records in your own office!

**NEW SHREDMASTER**

**Bantam 10**

**portable shredding machine designed especially for office use! Quiet, compact, streamlined!**

Never before an office shredding machine combining the speed and economy of the new SHREDMASTER BANTAM 10. Anyone can operate it. No fuss, no trouble! Greater cutting width, speed, capacity, and power than ever before! Safety throat! Smart functional design, about size and weight of business typewriter.

Priced well within the budget of all businesses - large or small.

FREE: Colorful, illustrated, descriptive folder, includes 10 DAY FREE TRIAL details. Write "SHREDMASTER BANTAM 10" on your letterhead or postcard, and mail today to:

UNREADABLE SHREDS COME OUT HERE

*The* **SHREDMASTER** *Corporation*

A Division of Self Winding Clock Company, Inc.

Willoughby Avenue
Brooklyn 5, N. Y.


mirror-smooth finish and a stain-free surface. Thorough tests have proved it excellent for type, as well as for hand-drawn forms and engineering drawings. Other advantages are its long shelf-life and use on any spirit duplicator without special copy paper or special fluid. Free sample from above address.

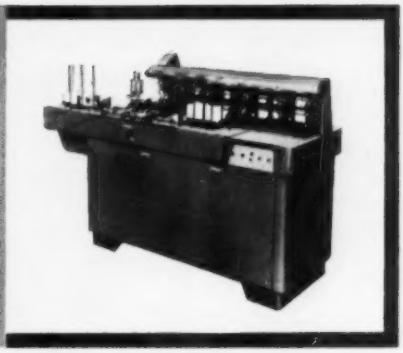
### POSTURE CHAIRS

Cole Steel Equipment Co., 285 Madison Ave., New York 17, N. Y., makes a new line of aluminum posture chairs upholstered in ten decorator colors. The Executive Arm Chair illustrated has satin smooth aluminum frame and base. Tilting seat, 19½" x 17½" x 3⅝" is adjustable in both tension and height.

Lists at $79.50. Other models in this line include steno, secretary, armless swivel, and sidechairs with and without arms; all with foam rubber seats. Fabricoated upholstery material will not stain, crack or peel; comes in granite gray, oak leaf green, brown, saddle tan, terra cotta, wine, sapphire blue, and pastel shades of coral, apple green and russet. Illustrated literature from above address.

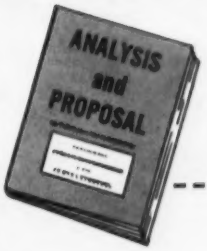
# PAYS FOR ITSELF OUT OF SAVINGS

**INSERTING AND MAILING MACHINE**



ENJOY high-speed efficiency of mechanized mailing without cost. Machine pays for itself from savings, often within months. It completely prepares mailings for only 77c per M—gathers, inserts enclosures, seals, meters postage, counts, stacks.

***Write for ANALYSIS & PROPOSAL***




Let us analyze your present procedures, show you with facts and figures how much you can save.

**INSERTING & MAILING MACHINE CO. • PHILLIPSBURG, NEW JERSEY**

**• COUPON •**

**INSERTING AND MAILING MACHINE CO., Dept. O-3-55.**
**PHILLIPSBURG, NEW JERSEY**

☐ We would like an *Analysis & Proposal* relating to our mass mailing.

☐ Send booklet *"Wider Horizons with Mechanized Mailing"*.

**Individual** .....

**Firm** .....

**Address** .....

**City** ..... **Zone** ..... **State** .....

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS

# modern offices

*require*

WORDEN **secra-type** DESKS

242 ST Desk 42" x 32"
Patent No. 2133807

ONLY WORDEN OFFERS THIS MODERN SECRETARIAL DESK

★ ★ ★

270 GBC
34½" x 17¼" x 29" H.

***WRITE FOR CATALOG AND INFORMATION ON THE COMPLETE WORDEN LINE***

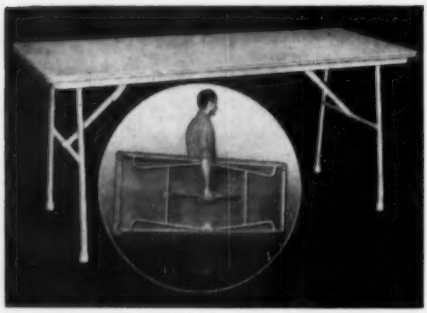
*the* **WORDEN** *company*
HOLLAND MICHIGAN

## MACHINE-POSTING CATALOG

Posting Equipment Corp., 1026 Niagara St., Buffalo 13, N. Y., have published their new Catalog No. 55 which illustrates and describes their line of machine posting equipment including stands, drawers, trays and boxes in a variety of styles and sizes. The catalog contains full specifications and prices on all items. Its loose leaf style allows it to be kept up-to-date for continual reference. Write above address for a free copy.

## FOLDING TABLES

Sico Mfg. Co., 6045 Pillsbury Ave. S., Minneapolis 19, Minn., makes Sico 2300 Folding Tables in three lengths: 6, 7 and



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No cans . . . no brushes . . . no pads . . . ! Leakages and mess are a thing of the past with this new, scientifically clean stencil duplicator. GESTETNER will make enormous savings in your printing bills by reproducing illustrations in line or even halftone . . . and make ordinary typewriting a pleasing print-like reproduction. GESTETNER will repay its original investment many times over. Yet with all its many exclusive features it costs no more than ordinary duplicating equipment.

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**50 McLEAN AVENUE, DEPT. 69**
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**Please send a copy of "30 Ways to Get the Most from your Duplicator."**

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*Highlighting these quality extras:*

- No oil creep in pad
- Will not harden the pad in any climate
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- For both open and closed drums
- PERFORMANCE GUARANTEED!

*Write Today for Name of Your Nearest Dealer*

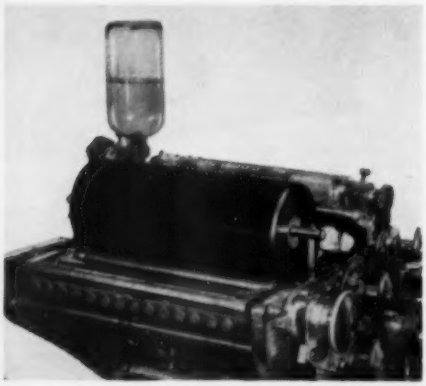
**INK SPECIALTIES CO., INC.**

519 N. Halsted St. • Chicago 22, Ill.

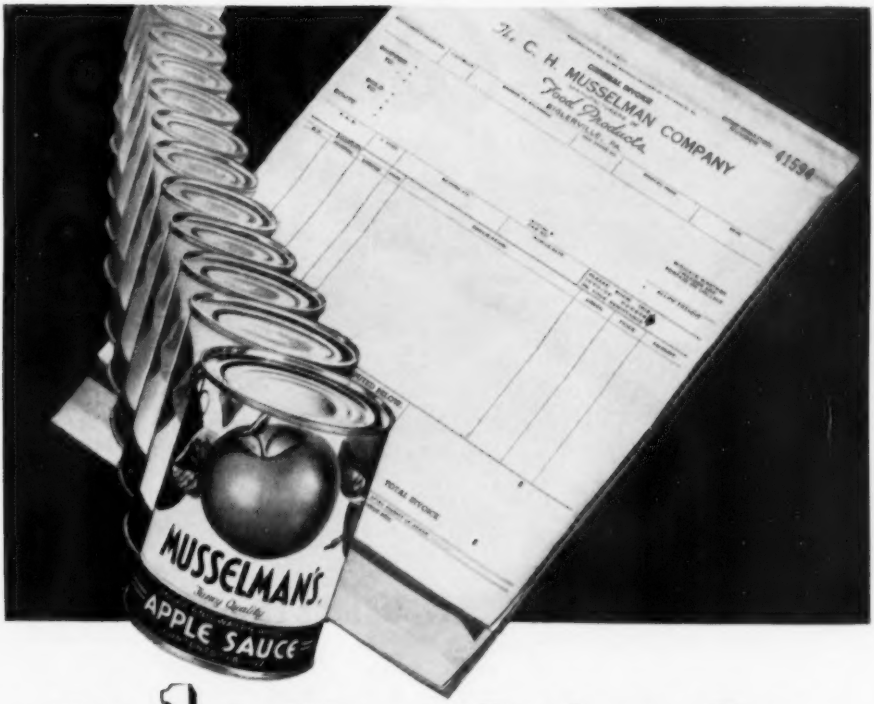

8 ft., with the first comfortably seating three adults in chairs along each side, the second seating a total of eight and the 8′ seating eight to ten people. Tops and frames are available in a variety of contrasting or matching colors, and graduated heights may be obtained for special uses. Constructed of 14-gauge structural steel, arc-welded into a single piece for strength and rigidity, the frame is available with painted or zinc lustron plated finish. Legs are tipped with either steel umbrella-type glides or rubber crutch tips. Table tops come in three styles: plastic laminated-bonded over a hardwood core, pressed wood or ¾″ fir plywood. Width is 30″ on all models. Legs fold into the frame and lock for flat stacking. A handle is built into the table for easy carrying. Retail prices of the 6′ table (f.o.b. factory) range from $25.36 to $58.30, depending on top and finish of the frame. Prices for the 8′ style range from $30.24 to $75.32.

### OFFSET INK ROLLER

Pemberton Printing Co., Dept. O, 835 W. Olympic Blvd., Los Angeles 15, Calif., have improved the Mammoth Ink Conversion Roller, for Model 1250 Multiliths,



with a copper inking surface. Although there have been no complaints from users of their original plastic rollers, the Supreme copper covered rollers are said to be more permanent. This roller is guaran-




# How 1 Baltimore Business Form takes the place of 5

***—and helps speed Musselman's fine food products to your table at the same time!***

The C. H. Musselman Company, Biglerville, Pa., famous as a packer of fine food products, has been a customer of Baltimore Business Forms for many years. Recently, our experts devised a way to incorporate five different forms—invoice, railroad bill of lading, truck bill of lading, shipping order and factory release form—in one. Result: Less paper work, speedier invoicing, and most important, faster shipment of the company's products to your grocer—and your dinner table!

WHAT'S YOUR PROBLEM? Since 1916, Baltimore Business Form's design and manufacturing experts have solved countless problems in serving over 60,000 of the nation's leading business houses. Our wealth of experience in *designing* forms to fill specific requirements ideally qualifies us to help you. Remember, often a single suggestion may save hundreds . . . even thousands . . . of dollars for your company. So, write us for help in solving your business forms problems. There's no obligation, of course.

## BALTIMORE BUSINESS FORMS

***Saving time and reducing costs in business and industry***

The Baltimore Salesbook Company

**3144 Frederick Avenue, Baltimore 29, Md.**

# Cole Steel

Units on this page are designed for card record systems; those opposite are for leases, contracts, insurance policies, other office forms. Rubber feet are provided; removable for stacking purposes. Spring compressors give record protection.

## "STANDARD CARD" CABINETS

| No. | Card Size | Capacity | Width | Height | Depth | Price | Packed | Shipping Wt. Per Ctn. |
|---|---|---|---|---|---|---|---|---|
| | | | **ONE DRAWER UNITS** | | | | | |
| C335 | 3x5 | 1600 cards | 6⅝" | 5⅛" | 16" | $3.60 | 6's | 35 lbs |
| C346 | 4x6 | 1600 cards | 7⅝" | 6⅛" | 16" | 4.20 | 6's | 40 lbs. |
| C358 | 5x8 | 1600 cards | 9⅝" | 7⅛" | 16" | 5.40 | 3's | 28 lbs. |
| C369 | 6x9 | 1600 cards | 10⅝" | 8⅛" | 16" | 8.40 | 2's | 23 lbs. |
| | | | **TWO DRAWER UNITS** | | | | | |
| C3352 | 3x5 | 3200 cards | 12¾" | 5⅛" | 16" | $6.30 | 2's | 19 lbs. |
| C3462 | 4x6 | 3200 cards | 14¾" | 6⅛" | 16" | 7.20 | 2's | 25 lbs. |
| C3582 | 5x8 | 3200 cards | 18¾" | 7⅛" | 16" | 9.60 | 2's | 32 lbs. |
| C3692 | 6x9 | 3200 cards | 20¾" | 8⅛" | 16" | 12.00 | 1's | 20 lbs. |
| | | | **THREE DRAWER UNITS** | | | | | |
| C3353 | 3x5 | 4800 cards | 18¾" | 5⅛" | 16" | $12.00 | 1's | 19 lbs. |
| *C3463 | 4x6 | 4800 cards | 21¾" | 6⅛" | 16" | 15.00 | 1's | 22 lbs. |
| *C3583 | 5x8 | 4800 cards | 27¾" | 7⅛" | 16" | 18.00 | 1's | 27 lbs. |
| *C3693 | 6x9 | 4800 cards | 30½" | 8⅛" | 16" | 25.00 | 1's | 32 lbs |

SANITARY BASES (15" High) . . . . $10 additional.
*Other bases available to fit asterisked items. Prices on request.
Prices slightly higher in Texas, Colorado and West of the Rockies.

**SEND FOR COLE'S LATEST CATALOG**

**COLE** STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

# CARD CABINETS

## "HIGHER THAN WIDE" CABINETS

| No. | Card Size | Capacity | Width | Height | Depth | Price | Packed | Shipping Wt. Per Ctn. |
|---|---|---|---|---|---|---|---|---|
| | | | **ONE DRAWER UNITS** | | | | | |
| C364 | 6x4 | 1600 cards | 5⅜" | 8" | 16" | $8.40 | 1's | 9 lbs. |
| C385 | 8x5 | 1600 cards | 6⅝" | 10" | 16" | 12.00 | 1's | 12 lbs. |
| C396 | 9x6 | 1600 cards | 7⅝" | 11" | 16" | 14.40 | 1's | 13 lbs. |
| | | | **TWO DRAWER UNITS** | | | | | |
| C3642 | 6x4 | 3200 cards | 12¾" | 8" | 16" | $14.40 | 1's | 15 lbs. |
| C3852 | 8x5 | 3200 cards | 12¾" | 10" | 16" | 16.20 | 1's | 18 lbs. |
| C3962 | 9x6 | 3200 cards | 14¾' | 11" | 16" | 19.20 | 1's | 23 lbs. |
| | | | **THREE DRAWER UNITS** | | | | | |
| C3364 | 6x4 | 4800 cards | 14¾" | 8" | 16" | $20.00 | 1's | 22 lbs. |
| C3385 | 8x5 | 4800 cards | 18¾" | 10" | 16" | 24.00 | 1's | 26 lbs. |
| *C3396 | 9x6 | 4800 cards | 21¾" | 11" | 16" | 30.00 | 1's | 33 lbs. |
| | | | **THREE DRAWER DOCUMENT FILE** | | | | | |
| C3105 | For Forms 10½"x5" | 1000 leases | 18¾" | 12½" | 16" | $19.95 | 1's | 32 lbs. |

COLORS: Olive Green or Cole gray. In Walnut or Mahogany finish, add $6.00 for 1 drawer units, $8.00 for 2 drawer, $10.00 for 3 drawer units.

LOCKS: Cabinets equipped with lock and key add $2.10 per drawer.

RODS: Cabinets equipped with rods for punched index cards add $3.00 per drawer.

**COLE** STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

"Master" your **W-I-D-E**
**MASTER & OFFSET NEGATIVE**
**Filing Problem!**

*with the new*

**MIM-E-O**
**#2066**
**"ROLLAWAY"**

**Custom-made to protect and store up to 400 Multilith No. 2066 and Davidson No. 233 offset masters and negatives**

WORLD'S FINEST storage and protection—the vertical way that prevents damage to your plates and negatives! Special engineering gives you needed filing room and safety features you want: all-steel construction . . . corrosion-proof ventilation . . . nickel-plated hanger tracks for smoother sliding . . . ball-bearing rubber casters for easy, quiet movement. Dimensions: 26¾ x 19½ x 28" high.

**Also available in upright 2-drawer style that holds up to 1000 masters!**

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**1214-21 W. Chestnut St., Chicago 22, Ill.**

**MAIL THIS COUPON TODAY!**
Please send me full details about MIM-E-O #2066 Offset Files.

Company Name _____

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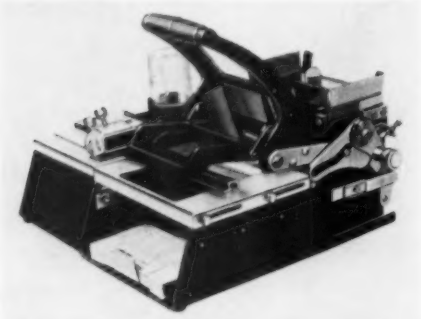
City _____ Zone ____ State _____

Signed by _____

teed to produce work of superior quality because its large circumference provides uniform ink distribution over the full length of standard Multilith plates. Large halftones have fine gradation and definition, and large solids print with uniformly rich density. This allows Multiliths to turn out work similar to that done on larger offset presses. The Supreme roller is $49.95 on money-back guarantee.

### ADDRESSING-RECORD SYSTEM

Master Addresser Co., 6500 West Lake St., Minneapolis 16, Minn., makes the Model 90 Master Addresser which prints addresses from card records. The 5" x 3" cards, which can be tab indexed, are folded from a larger piece of die-cut stock to actually provide the same record keeping area as a 7" x 5" Card. Name and address are typed only once in an area allowing up to five 3"-lines, and as many as 50 addressings can be made from one master. Cards are placed in



machine's hopper, like address plates, and feed automatically with each pull of the handle. Each address can be read before printing, and skipped or repeated if desired. Cards remain in order after the addressing operation and are returned to the file without re-sorting. If index guides are used in the file, they need not be removed but will run through the machine. The system combines the address-plate-master and record card in one file. Address file cards are supplied in a box file in which they

COLE 285 Madison Avenue, New York 17, N. Y.


# WAUSAU IMPRESSION PAPERS

BEST FOR OFFSET

BEST FOR SPIRIT OR GELATIN PROCESS

BEST FOR STENCIL DUPLICATING

Wausau makes separate and distinct fine impression papers for each of the three major processes: offset, stencil duplicating and spirit process. Each paper is created to insure maximum results in the specific process for which it is intended. Whichever process you use, you'll find the Wausau Impression Paper line contains papers especially treated to insure clean, sharp, easy-to-read impressions.

*The complete Wausau Impression Paper line is available nationally through authorized distributors and stationers.*

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Executive Sales Offices
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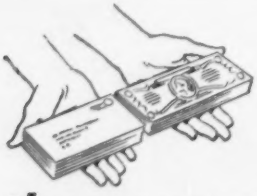
can be kept. A sample of the address file card and illustrated literature on the machine is free from above address.

### BULLETIN BOARD

Armstrong Cork Co., Lancaster, Pa., makes Armstrong Tackboard, a resilient cork composition material for bulletin boards. It is furnished in continuous rolls, ¼" and ⅛" thicknesses, in 48" and 72" widths. Available in seamless boards as long as 85 ft., it can be installed in one piece. Installation is further simplified by use of Armstrong J-1114 Adhesive which bonds it firmly to any clean, dry wall surface. Available in sage green, pueblo gray, cork tan and coral, the tackboard takes tacks easily, holds them firmly and retains its tack-holding qualities despite repeated use of the same spot. The soft texture makes removal of tacks easy without use of tack pullers, while its resilience fills the tack holes quickly. Will withstand years of constant use without painting or other

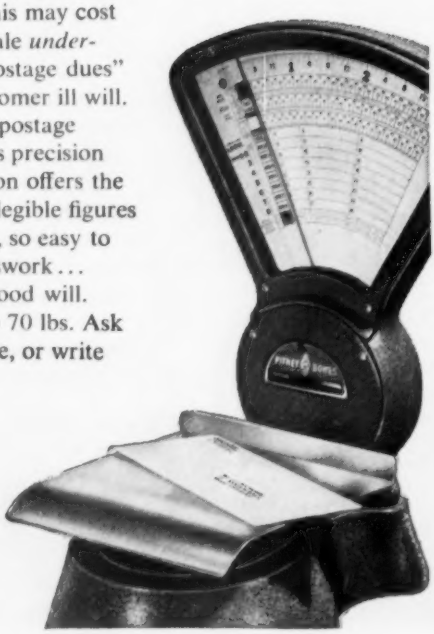



# Weigh the consequences!

If your mailing scale *over*weighs, you *over*pay. On just 12 letters daily, this may cost you an extra $90 a year. If your scale *under*-weighs, you *under*pay. Result: "Postage dues" that delay your mail and breed customer ill will.

You can be sure of getting your postage money's worth with a Pitney-Bowes precision scale. Its automatic pendulum action offers the utmost in accuracy. And the large legible figures and widely-spaced graduation lines, so easy to read, eliminate eye error and guesswork... save postage dollars and protect good will. Other models for parcel post up to 70 lbs. Ask the nearest PB office to demonstrate, or write for free illustrated booklet.

**FREE**: *Handy chart of Postal Rates with parcel post map and zone finder.*



PITNEY-BOWES
**Mailing Scales**
PITNEY-BOWES, INC.
3475 Walnut St., Stamford, Conn.

*Originators of the postage meter ... offices in 94 cities.*

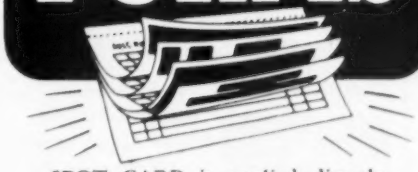
surface refinishing as the color goes all the way through. Soil spots can usually be removed with a soft rubber eraser. The only general maintenance needed is an occasional washing to remove oil.

### PORTABLE AIR CONDITIONER

Spitzka Mfg. Co., 235 Colfax St., North Sacramento, Calif., makes an inexpensive, portable, evaporative air conditioner that requires no water connections. Priced at $49.95, the unit offers several unusual features including 1/20 hp. universal motor and 14" four-blade aluminum fan, providing an air delivery of 1550 cfm. Solidly constructed, yet light in weight, the cooler is easily carried and may be used wherever electric

current is available. Built-in pump recirculates water continuously. Approximately 4-gal. reservoir requires only infrequent filling through convenient filler cup on side of cabinet. Pump construction permits operation without water, so that the unit may be used as a non-evaporative circulating fan. In addition, it may also be used as a humidifier in the winter. Dimensions are 22" high, 17½" wide, 12" deep; shipping weight, 25 lbs.


SAVE MONEY
TIME and LABOR
with
NEW ELECTRONIC HOT WAX PROCESS
SPOT CARBONIZING
OF YOUR OFFICE & BUSINESS
FORMS



SPOT CARB is applied directly to back of each sheet in any size or shape. Clean, non-smudge. Eliminates necessity of carbon interleaving. Possibilities of simplification and savings are practically unlimited. Perfect for all forms — from small, receipts to large accounting forms — single or multiple sets. Our complete plant handles printing, spot carbonizing, binding. Contact us direct for details, or call your regular supplier. Ask for free SPOT CARB samples and booklet "How to save with SPOT CARB."

SPOT CARB

SPOT CARBON PRODUCTS
56 LAFAYETTE STREET, NEW YORK 13, N. Y.

*Send samples of SPOT CARB forms and free booklet "How to save with SPOT CARB"*

FIRM .....

ADDRESS .....

SIGNED .....

FIRST manually operated folder with fully automatic feed!

FOLDS 120 sheets per minute!

NEW, IMPROVED FULLY GUARANTEED!

Fold-O-matic
DESK MODEL FOLDING MACHINE

Write for complete Catalog of Duplicating Equipment and Supplies
Manufactured exclusively by PRINT-O-MATIC CO., INC. 724 W. Washington Blvd. Chicago 6, Ill.

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1. Safeguarding privacy.
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Model for all types of phones and dictating machines.
Write for Literature
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65 Madison Ave.
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TYPEWRITERS
& BILLING MACHINES

Closing out over 750 very late model used machines, all makes, in choice select condition & recond., both hand & electrics

ROYALS, UNDERWOODS, SMITH-CORONAS, REMINGTONS and I.B.M.'S

At Prices More Than 40% Below Market Value. Write

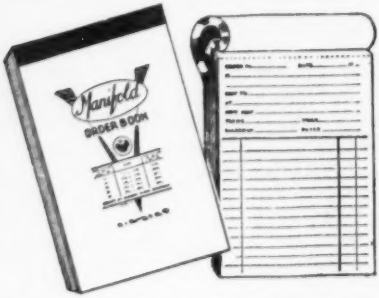
TYPEWRITER MART OF U.S.A. INC.
1032 WAYNE ST. DETROIT 26, MICH.

Genuine Engraved Letterheads
FREE DESIGN
FREE PROOFS
FREE DIE
$12.00 FOR 1000
JUST MAIL US YOUR LETTERHEAD. PROOF MAILED WITHIN 5 DAYS. NO OBLIGATION.

Dewberry Engraving Co.
801 SO. 20TH STREET · BIRMINGHAM 5, ALABAMA
America's Largest Engraver of Fine Stationery

## STOCK FORMS

Rubin's Corp., 180 Mott St., New York 12, N. Y., makes manifold books of forms for orders, bills of lading, etc.; columnar pads, school supplies and composition books; ring book fillers, ruled




ledger sheets, and a variety of stock forms for different types of businesses. Their 1955 catalog shows all items and contains full specifications. Write above address for a free copy of the catalog and price list.

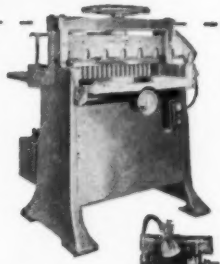
## NAME PLATES

Acme Bulletin & Directory Board Corp., 37 East 12th St., New York 3, N. Y., makes changeable name plates for desks and counters, and for wall mounting. Several styles are available and all

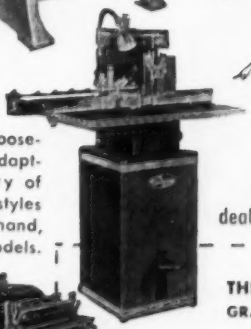
are continuously reuseable because the wording can be changed whenever desired. A catalog showing Acme's change-

*If you operate or plan to operate your own printing or duplicating facilities*

# YOU NEED THIS Challenge® EQUIPMENT



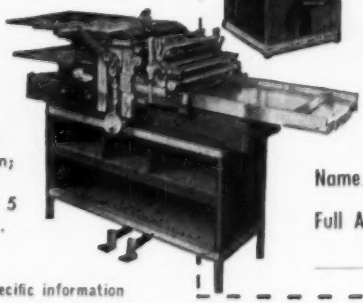
**PAPER CUTTERS:**
11 models — 7 sizes . . . from lever cutters in bench and floor models — to power cutters with hand or hydraulic clamp. Engineered to provide smooth, accurate cutting with minimum effort and maximum safety.



**PAPER DRILLS:**
For standard run of loose-leaf work. Also adaptable for variety of novelty jobs. 9 styles available — hand, foot, power models.

Challenge
TRADE-MARK ®

dealers in all principal cities



**PROOF PRESSES:**
Always a sharp clean impression; easy operation. Full selection of 5 styles — 5 sizes.

**THE CHALLENGE MACHINERY CO.**
**GRAND HAVEN, MICHIGAN**

Send details as checked below:
☐ Paper Cutters ☐ Paper Drills
☐ Proof Presses ☐ Paper Punches

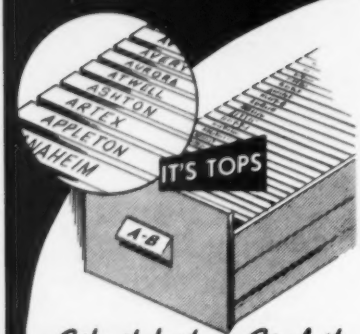
Name _____

Full Address _____

_____

Mail coupon for specific information

Now! A BRAND NEW FILING SYSTEM




*File it fast . . Find it fast with* TOPS

- NAMES ON TOP . . . ALWAYS VISIBLE
- POCKETS INTERLOCK, ACCORDION-LIKE
- BIG, TRANSPARENT LABEL HOLDERS
- A PRECISION FILING SYSTEM THAT FITS EVERY NEED

FREE Sample Pocket and Illustrated Circular

Write on Company Letterhead to

FOTOTYPE

1416 Roscoe St., Chicago 13

MULTI-COUNTER THE MODERN WAY TO TALLY

Items sold, inventories, payroll — count anything in any business—accurately and fast. Anyone can count correctly with inexpensive Multi-Counters which last for years. Write for literature and prices.

Made with any number of counters

MULTI-COUNTER MFG. CO.
401 Broadway, New York 13, N. Y.

able name plates, and other signs and directory boards, is free from above address.

### COPYHOLDER

Speed-Spacer Co., 321 Greenwich St., New York 13, N. Y., makes the Speed-Spacer Copyholder which has a line indicator that automatically moves down the desired distance each time the lever is pressed. Spacing can be adjusted to any point from 0 to ½" for material to

be copied. Takes sheets up to 9" x 12". Constructed of heavy gauge steel with a special clutch mechanism, instead of a ratchet, for long, trouble-free service. Baked-on gray crackle enamel finish. Priced at only $11.75 plus 59c F.E.T. in individual carton. Literature from above address.

### UPHOLSTERED CHAIRS

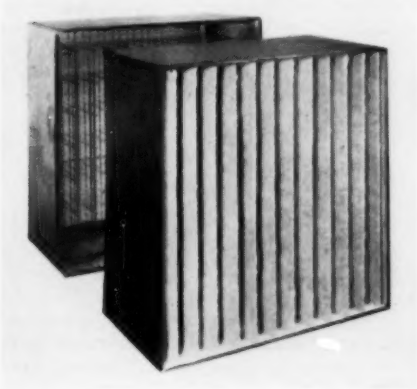
B. L. Marble Chair Co., Bedford, Ohio, makes a new Custom Line of chairs designed in the contemporary manner by Gordon Hrach. There are currently three different styles: Riviera (illustrated), Seville and Capri. Each style is available in matching swivel, armchairs and sidechairs upholstered in combinations of fabrics and genuine top-grain leathers, or fabrics and Naugahyde, in a wide

choice of colors and color combinations. Seats are cushioned with foam rubber. A choice of wood finishes over walnut is

available. Chairs are attractively styled to add comfort and distinction to offices and commercial interiors. Illustrated literature free from above address.

**AIR FILTER**

Cambridge Filter Corp., 738 Erie Blvd. East, Syracuse, N. Y., makes the Cambridge Aerosolve Air Filter, designed to



provide high efficiency filtering at a low owning and operating cost in ventilating air conditioning systems. It is sim-


*Irwin Casper Inc.*

*Invites You*

**to see and select your own office from the sample offices in**

*Our New Showroom*

**Every conceivable type of partitioning available.**

Low railing 36″ and 42″
Bank rail 5′6″

7′2″ and 8′6″ Partitioning and Ceiling Height Partitions

POPULAR PANEL-ETTES
Solid Metal
All Glass
Metal & Glass
Modern Bank Rail

Come and see your future office in our showroom.

**IRWIN CASPER, INC.**
**401 BROADWAY, NEW YORK 13, N.Y.**
**Walker 5-2555, 2556, 4218**

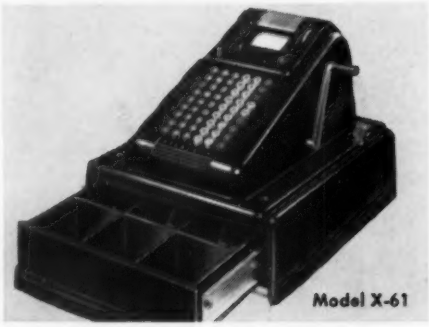
# Brand New Features

## in America's Finest Business Machines

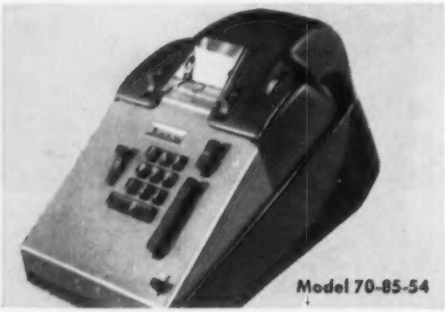
### McCASKEY-VICTOR CASH REGISTER

**offers compact department key arrangement for added control benefits**

Saves endless hours of work, thanks to new keyboard designed for today's needs. Four designating letter keys, meets sales and excise tax needs, charge, received on account, paid out amounts, and more... high-efficiency adding machine as well.



Model X-61



Model 70-85-54

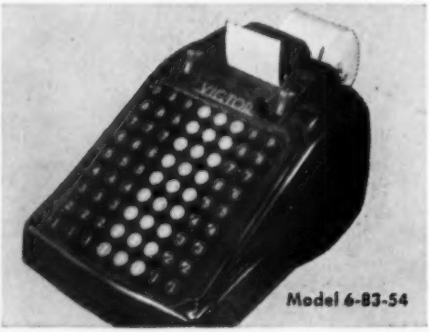
### VICTOR SELECT-O-MATIC ADDING MACHINE gives you totals, subtotals automatically

Great new Victor Select-O-Matic adding machine offers new ease, new speed of operation. Take both totals and subtotals from add bar automatically, or use regular dual total key, or interchange both methods. Quiet operation and True-Touch keys. Ten-key or full keyboard.

### VICTOR EXECUTIVE MODEL

**features direct subtraction and automatic credit balance**

Gives full-duty service. Full flexible keyboard. Adds, subtracts, lists, multiplies. Automatic credit balance. The Victor Executive adding machine has total, subtotal, repeat, error and subtract keys. Electrically operated.




Model 6-83-54

*Write today for free trial of any of these famous machines. Dealer franchises available.*

**VICTOR ADDING MACHINE CO.** Chicago 18, Illinois

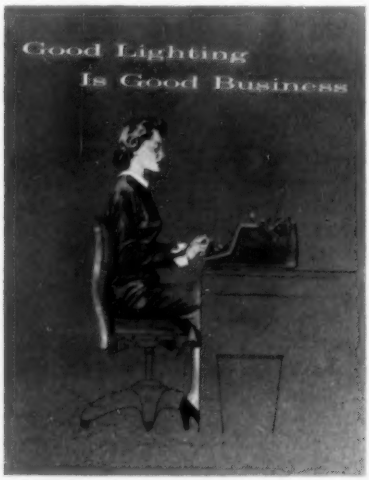
In Canada, McCaskey Systems, Ltd., Galt, Ontario

*Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars*

ple to install and provides high efficiency at low pressure drop. There are no electrical circuits or mechanical moving parts to fail. The Aerosolve Filter is completely fire resistant, forming a fire barrier when installed in a duct. Illustrated literature with complete information is free from above address.

### LIGHTING BOOKLET

Sylvania Electric Products, Inc., 60 Boston St., Salem, Mass., offers an illustrated booklet on office lighting, "Good Lighting is Good Business," written by Sylvania lighting engineers George Clark and Robert R. Wylie. The booklet is a factual treatise covering the economics and mechanics of good office lighting.




Written in non-technical language, it covers layout and planning, maintenance, room finishes and color, quantity of light, fluorescent vs. incandescent, light distribution, natural lighting and various lighting systems. There is a section on recommendations for lighting areas other than general offices: private offices, conference rooms, drafting rooms, reception areas, mail and file rooms, corridors, hallways and washrooms. The book is not a catalog or advertising piece. A free copy can be had from above address.


You'll want to KISS

this salesman!

When your Stationer's Salesman calls to demonstrate PEERLESS IMPERIAL

FINAL-LINE

CARBON PAPER

—when he shows you how the punch holes at the top and bottom of the uncoated extension edge prevents you *typing too far down on the page*—you'll want to kiss him. If you're fed up with staying after 5 o'clock to retype letters get FINAL-LINE. Don't wait for the Salesman—call your dealer or write to us for free test sheets.

PEERLESS IMPERIAL CO., Inc.
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36 Peerless Place, Newark 5, New Jersey
N.Y. Office: 13, 110 Franklin St.
Detroit 18, 37 Linden St., River Rouge, Michigan

TRADEMARK REGISTERED

# Jac-a-desk

*The original and finest desk stabilizer*

## Makes Typing Easier, Faster

Typewriters were built to operate on a solid, firm base; any wobble or springiness upsets their precise mechanism. Many typewriter platforms are worn and wobbly causing skipping, piling, poor touch and action . . . in many instances, immediately corrected by JAC-A-DESK. JAC-A-DESK expands from floor to platform, automatically wedge-locking into a support as firm and solid as the floor itself. Typists love JAC-A-DESK because it makes typing less tiring, neater, easier . . . office managers praise its economical efficiency.

**Unconditionally Guaranteed**

***order direct from manufacturer***

JAC-A-DESK expands from 16" to 30" — high enough to support standard height desk leaves.

•

Up in a jiffy —locks automatically.

•

Non - Snag, satin-like finish. No protruding locks or handles.

•

Sure grip rubber ends. Easy to store.

**GONCO MANUFACTURING COMPANY**
1259 So. La Brea Avenue, Los Angeles 19, California

### HECTOGRAPH DATA

Columbia Ribbon & Carbon Mfg. Co., 953 Herb Hill Road, Glen Cove, N. Y., have published a 12-page illustrated booklet, "Quality Duplicating with Hectograph," which contains helpful advice on how to obtain the best possible hectograph duplicated copies. The book is divided into sections and prefaced by a brief explanation of the hectograph process. It includes data on master preparation, machine operation, adjustment of controls, proper selection of fluid and copy paper, and a short discussion of the significance of impress printed masters in systems work. A copy of this useful reference book, for owners and operators of spirit duplicators, is free from above address.

### NAME PLATES

Spear Engineering Co., Colorado Springs, Colo., makes engraved solid brass name plates for doors and desks

1. Payroll Summary
2. Individual Earnings Record
3. Payroll Receipt

**National's Multiple Posting Binder for Payroll . . .**
**Also Saves Time on Accounts Receivable and Payable**

This new "3 in 1" binder assures "3 in 1" speed in payroll record-keeping. Each binder handles up to 35 employees and *one entry* takes care of Payroll Summary, Individual Earnings Record and Payroll Receipt. It's a real clerical time and money saver — minimizes copying errors, also. Yes, and the binder may be used for receivables and payables. Your own checks are good — no special checks are required. The cost of the binder complete with forms is low. Write for Folder MP-1 for full details.

**FEATURES:**

- 3 records in 1 writing.
- Not necessary to arrange forms in alignment on pegs as in other systems.
- Mechanism holds stock columnar pads for other types of systems requiring multiple writing . . . accounts receivable . . . accounts payable . . . analysis records.
- Compact . . . portable . . . easy to operate.
- No special checks required.

NATIONAL

*Dealers Everywhere*

**NATIONAL BLANK BOOK COMPANY**
HOLYOKE · MASSACHUSETTS

# SPEEDAFILE!

Speedafile makes possible faster, simpler, more economical filing of 3 x 5, 4 x 6 and 5 x 8 cards. Look at these advantages:

Thousands of cards immediately available on one level.

Cards within easy reach for quick reference, speedy handling.

No mechanism or gadget to get out of order.

No stooping, stretching or waste effort.

Flexible for large or small volume; for centralized or decentralized filing.

Fastest reference is Speedafile reference—direct from operator to card.

For full details, write for our catalog completely describing Speedafile as well as other new equipment for the office.

**PUNCHED CARD USERS:**

Our complete line of tabulating accessory equipment is described in catalog No. 5. Write for your copy today.

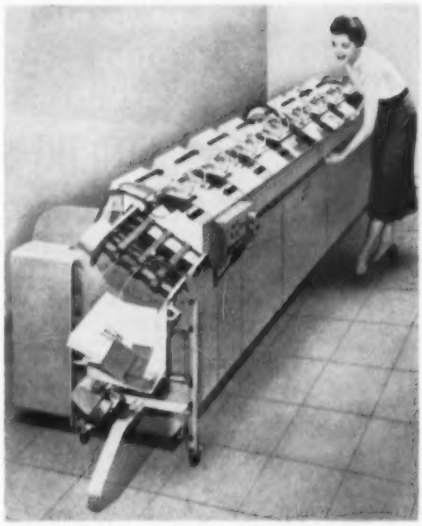
**TAB**

**PRODUCTS CO.**

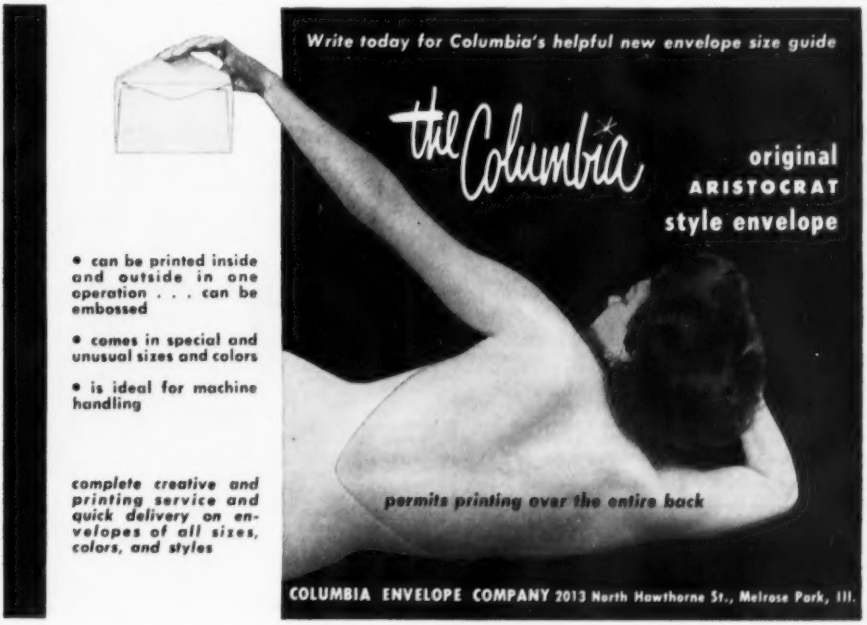
57 Post Street
San Francisco 4

with dignified, enduring beauty at low cost. The name or other wording, up to 15 characters, is engraved in a bar of solid brass, with anti-tarnish satin finish. Engraving is black for easy reading. Style F goes on any flat surface such as door, wall or edge of desk, without marring. Its special adhesive cushion sticks to wood, glass, plaster and even rough brick. It will not slip, yet is easy to remove and use elsewhere. Style KW for desks and counters is mounted on a block of solid dark walnut that has a hand-rubbed oil finish. Style F is 7" long, 1" high, $1.95 per line; Style KW is 8½" long, 2" high, $3.95.

## COLLATOR



Pitney-Bowes, Inc., 3424 Pacific St., Stamford, Conn., distributes the Macey Collator in a variety of types and sizes. The eight-station machine will gather up to 32,000 sheets an hour in sets of eight. Macey Collators take sheet and card stocks from 5" x 3" to 12" x 17" and can be operated by unskilled help. Complete information from above address or from Harris-Seybold Co., Cleveland 5, Ohio.

IF YOU OPERATE DAVIDSON, MULTILITH OR OTHER REPRODUCTION EQUIPMENT . . .

YOU NEED THE

RAPID PRINTER

A Completely Enclosed Carbon Arc Lamp And Vacuum Printing Frame Combination System

There is no better way to produce small offset plates than with genuine arc lamp equipment.
The nuArc Rapid Printer gives you years-ahead performance. Produce plates that assure longer runs with sharp dot structure and improved line definition. Light intensity remains constant and uniform. Pre-sensitized plates can be produced in 20 to 90 seconds.

Make PRE-SENSITIZED PLATES in 20 to 90 Seconds

RP-21 FLOOR MODEL—Plates up to 17½ x 22½"
RP-17 FLOOR MODEL—Plates up to 14 x 20"
RP-13 TABLE MODEL—Plates up to 12 x 16"

The nuArc nuLite LIGHT TABLE WITH DEVELOPING TABLE TOP AND COPY EASEL

The most important accessory in your shop is the nuArc nuLite light table with the Developing Table Top. Equipped with soft, diffused fluorescent lighting. Ideal for stripping, opaquing, layout and finishing. Complete with chemical containers, sponges and storage rack. Calibrated straight edges. nuLite light table is 25 x 30", with extension shelf 23 x 23". Glass size 23 x 28".

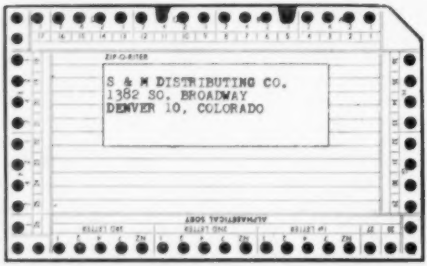
LT-23 nuLite • DT-26 Developing Table Top

nuArc COMPANY, INC.
824 S. Western Ave., Chicago 12

nuArc Co., Inc.
824 S. Western Ave.
Chicago 12, Ill. Dept. No. OF-200
Please send Bulletin No. 230
Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State____

## ADDRESSING SYSTEM

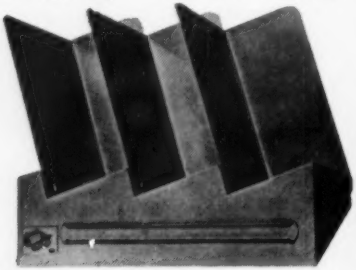
S. & M. Distributing Co., 1382 S. Broadway, Denver 10, Colo., have developed a marginal punched card addressing system called Zip-Sort. For use with selective mailing lists, each 5" x 3" card allows three major coding classifications.




The 36 numbered holes allow 36 direct sorts and are coded to permit eight separate fields for a total of over 100,000 sorts using the sequence code. There are three fields at the bottom of card for alphabetical sorting by the first three letters of a name. In addition, Zip-Sort cards are die-cut and contain a spirit duplicating master for direct addressing from the cards. Descriptive literature from above address.

## DESK ORGANIZER

P. S. Murphy & Co., Dept. O, 516 Fifth Ave., New York 36, N. Y., makes the patented Ordro Desk Organizer in which gravity holds the contents in



order. It will hold papers, folders, books, catalogs, manuals, etc., and has a label holder on the front of its base. Made of gray hammertone enameled steel

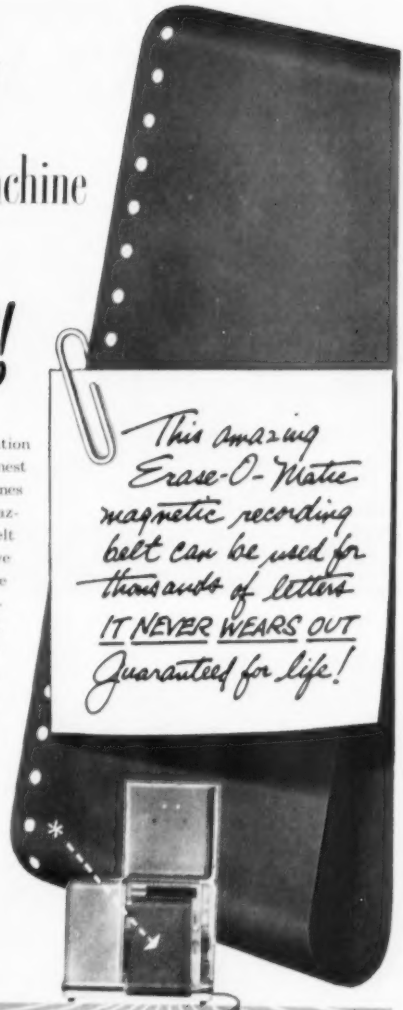
# A revolutionary new

**HIGH FIDELITY**

# Dictation-Transcription Machine

**by COMPTOMETER**

## Pays for itself!




Comptometer announces a revolutionary new dictation machine that pays-for-itself as you enjoy years of the finest high fidelity, magnetic dictation. Now dictation becomes as easy and natural as talking to your secretary. The amazing lifetime guaranteed magnetic Erase-O-Matic belt can be used thousands of times over again. No expensive discs, cylinders or records to continually buy, ever. The letters you dictate are so error-free . . . so easy to understand, because of the high fidelity voice reproduction, it makes *any* typist a secretary. Here truly, is America's finest machine with savings that now bring dictation within the means of every business. Mail coupon for complete information on this compact electronic achievement by Comptometer

ft — Another quality product by Felt and Tarrant Mfg. Co., makers of World Famous Comptometer, Adding-Calculating machines since 1886.

*Outstanding Features . . .*

- ERROR FREE DICTATION
- HIGH FIDELITY RECORDING
- DUAL SPEAKERS
- PORTABLE
- SMALL—COMPACT

with matchless SIMPLICITY of operation

**Comptometer** DICTATION—TRANSCRIPTION MACHINE

**COMPTOMETER Dictation Division**
**Felt & Tarrant Mfg. Co., 1715 N. Marshfield St., Chicago 22, Ill.**

Gentlemen: We are interested in the Comptometer Office Dictation-Transcription Machine with the Lifetime Guaranteed Erase-O-Matic Recording Belt. Without cost or obligation

☐ Please send Complete Information ☐ Arrange for a Demonstration ☐ Arrange for a Free Office Trial

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

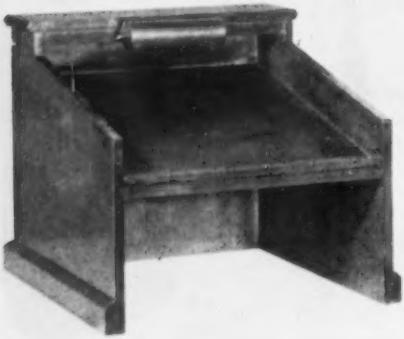
## LABELING'S A PLEASURE With BIND-X

BIND-X is made in 6" strips and may be cut to any length desired. Three widths of face panel are offered — ½", ¾" and 1". Clear and seven transparent colors available.

At your stationer

**CEL-U-DEX CORP.**
**1 Main St., Brooklyn 1, N. Y.**





## LECTERNS for SPEAKERS

Floor & table models. Dealer inquiries invited. Write for free catalog.

**Kell-Mor Lectern Co.**

1283 N. Main St. Rockford, Ill.


with rubber feet, the base is 13½" x 9¼" x 4½". Each of the three dividers is 8½" x 8¼" x 3⅞". For collating jobs, several units can be placed side-by-side. The Ordro lists at $7.95. Illustrated literature from above address.

### MULTIPLE STAMPS

Douglas Homs Co., 165 O'Farrell St., San Francisco 2, Calif., makes rubber band stamps containing 12 different changes of copy which are selected for use by turning a key on the stamp. One

stamp is for mailing operations and contains the following lines in Gothic capitals: First Class Mail, Registered, Special Delivery, Parcel Post, Do Not Bend, Please Remit, Via Air Mail, For Deposit Only, Hand Stamp Only, Air Parcel Post,


**PRINTERS — DEALERS — AGENTS**

Offer your customers the best in custom made carbon interleaved business forms and second sheets. Also W-2 Forms and Envelopes — Bills of Lading — Purchase Orders — Voucher Checks — Repli Memos — Salesmen's Contact Reports ready for imprinting.

For complete information, write, wire, or phone 139 Howell Street, Dallas. Phone RIverside 5816.

**ROGERSNAP** TRADE MARK
**BUSINESS FORMS**

# the first truly automatic electric duplicator

Styled by Famous Industrial Designer Jean Reinecke

MODEL 76
$325.00
(plus F.E. Tax)

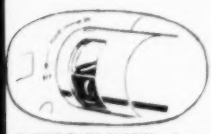
## the Heyer CONQUEROR "SPIRIT OF '76"

**THE ELECTRIC DUPLICATOR WITH ALL THE FEATURES . . .**

**PUSH-BUTTON** control for automatic starting and stopping makes the new Conqueror Electric Spirit Duplicator the first truly automatic spirit duplicator on the market.

Styled by famous Jean Reinecke, the Model 76 isn't merely a motor added to the highly popular, hand operated Model 70, for as you can see, the motor drive is not an appendage — it was carefully considered from the inception of the Conqueror series. Scientific design, and built-in unit construction gives you the sweetest mechanism, the most smartly styled, the most versatile and efficient office machine you've ever seen.

Push the button and the motor and feed start operating. The last sheet through turns off both feed and motor . . . automatically. And, if you're interested in single sheet feeding as in systems duplicating, there's a feed lock-out, and a single revolution of the cylinder is obtained by merely pressing push-button. Spirit of '76 duplicating is completely effortless . . . at this low price it's a natural for any office, school, church or institution.



**VISIBLE FLUID SUPPLY** — You always know level of fluid in tank, no pumps or rubber hoses to get out of order.

**ADJUSTABLE PRESSURE CONTROL** — Assures maximum copy runs of always brilliant copies. Should copies lighten, adjust control.

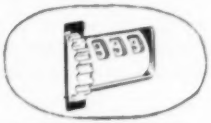
**ROTARY FEED**—Electrically operated, zips the copies through in perfect registration . . . paper size up to 9 x 14 inches.

The **HEYER** Corporation
1821 S. Kostner Ave.,
Chicago 23, Illinois

*Famous in Duplicating for over 50 years*

**FLUID CONTROL** — Measures exact flow of fluid to paper . . . compensates for any kind of paper, any atmospheric condition.

**RAISE AND LOWER CONTROL** — Simple dialing of control wheels raises or lowers print on page. Forget all centering tricks.



**BUILT-IN RESET COUNTER** — Always in view of operator you run exact number of copies you need.

**PUSH-BUTTON CONTROL** — Push button starts duplicator running, last sheet through shuts off machine and motor. Can be operated single sheet, hand-feed for systems use.

# *cut* record handling costs with ROL-DEX *by Watson!*

## *Records roll — to the seated operator —*

ROL-DEX ***working-level-files produce planned work centers that reduce record handling costs 25% and 55% because:***

- Travel time to and from files eliminated
- Fatigue is reduced — clerk remains seated at her work station.
- Error is reduced — more individual responsibility
- Clerical turnover reduced — file clerk given an attractive desk job.

ROL-DEX

WATSON MANUFACTURING CO., Inc.
Rol-Dex Division, Dept. O-17
Jamestown, New York

Please send me information about ROL-DEX record units

Company .....
Name ..... Title .....
Street ..... Zone .....
City ..... State .....

***No matter how large or how small your record handling requirements — ROL-DEX is*** built to fit your needs—and you use your present records—no new forms to buy—nothing to retype!

WATSON (established in 1887) also builds a complete line of filing cabinets and courthouse, bank and hospital equipment.

compensates for any kind of paper, any atmospheric condition.

wheels raises or lowers print on page. Forget all centering tricks.

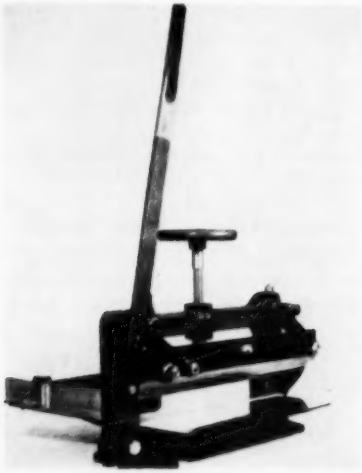
you run exact number of copies you need.

running, last sheet through shuts off machine and motor. Can be operated single sheet, hand-feed for systems use.

Printed Matter, Special Handling. Another stamp is made with the following words preceding the date: Paid, Received, Shipped, Answered, Backordered, Cancelled, Billed, Charged, Checked, Delivered, Entered, Packed. Either stamp is $1.95 postpaid from above address.

### PAPER CUTTER

Michael Lith, Inc., 145 West 45th St., New York 36, N. Y., announces a low priced, professional type paper cutter for duplicating departments. The Michael 14" Manual Paper Cutter is made of all heavy steel for long life. Its lever is



balanced for easy cutting and automatically locks with safety catch after each cut. The back gauge is easy to move and lock in any position on the permanently ruled cutting table. Cuts up to a 1" lift of paper, costs $195. Complete information from above address.

### PHOTOCOPY DEVELOPER

Hecco-kwik Div., Hunter Photo Copyist, Inc., 586 Spencer St., Syracuse 4, N. Y., makes Hunter Hecco-kwik developer for photocopy machines. It contains a long-lasting chemical that retains full developing strength within the machine for a full work week. This not


Customers tell us our Pull Fasteners are fun as well as useful

Schlegel Pull Fasteners are lengths of tough ribbon tape, looped and held with a sturdy washer and two knots.

They're ingenious things used since 1925 by lawyers, banks, architects, railroads, offices of all kinds to keep correspondence, records, and drawings *together*.

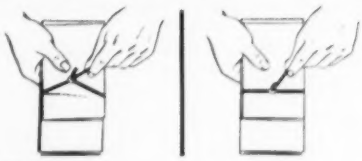
**Easy to use**—They slip tight, hold fast, loosen in a jiffy—but only when you want them to.

They keep papers together without tearing or crimping edges, in fact—they keep all kinds of things together.

But, Schlegel Pull Fasteners will not fire spitballs, cannot sting youthful secretaries, have no known office sporting value.

They come in 14 sizes, cost almost nothing, last so long it's hard to measure their life. Mail your orders.

**How Schlegel Pull Fasteners Work**



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only doubles the economy of the developer for the average user, but also reduces the total time required to prepare the machine for work to two minutes per week. A second finished copy can be obtained from a single exposed negative under certain conditions. This reduces both the cost per copy and the time required for processing material by 25%. Further economy for firms that use the machine for less frequent or limited amounts of copying is possible by redesign of the developer container. A graduated marker on the container allows using as little as one-third the usual quantity of developer when only a few copies per week are required. Used with the dry process Hunter Hecco-kwik, or any other photocopy machine, this developer produces extremely high-contrast black and white prints of any printed, typed, written or drawn material on translucent or opaque paper of any weight.

## BACK-UP CARBON PAPER

Consolidated Ribbon & Carbon Co., 2900 W. Medill Ave., Chicago 47, Ill., makes Challenge Reproduction Back-Up

Carbon Paper for use in preparing copy for whiteprint (diazo) photocopiers. It makes the original copy truly opaque to

The **Pelouze Princess—**

**the compact, accurate postal scale for every desk in your office**

Dependable, accurate, easy to read, shows exact postage for all classes of mail. Only 4" high, attractive 2-tone enamel finish, plastic base, chrome platform, all gray or gray and maroon. Weighs up to 1 lb. by ounces. Only $2.95 even on West Coast. Not just another "cheap" scale but one of a complete line of accurate postal scales for every mailing or shipping purpose.

N-1 PRINCESS
Size: 4" high x 3½" x 2" wide.

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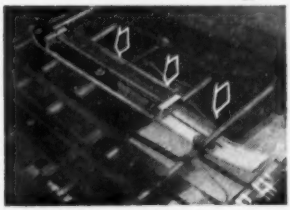
**Save Time! Cut Costs! Better Work! Try 10 Days FREE!**



NEW "Visi-Guide" ends pile-ups, press stops! Saves blankets, stock! Fits presses with DAVIDSON DIAGONAL FEEDERS. Installs in 2 minutes, no drilling. Try 10 days FREE. Write today!

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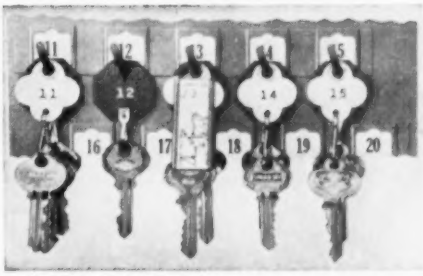

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Besides the convenience of always having smooth working keys available, productive time is saved and costly delay avoided when your keys can be instantly located . . . and remember Tel Kee lets you use all locks—locks that are meaningless if their keys are not "controlled"! Write today for Free Catalog No. O-17.

TELKEE SYSTEM

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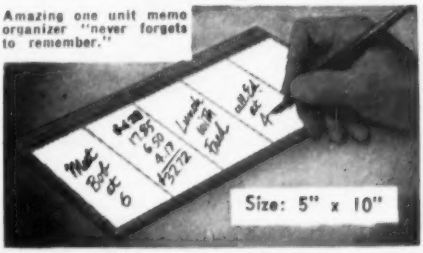
**P.O. Moore, Inc., 300 Fourth Ave., N.Y. 10, N.Y.**



**SYSTEMATIZE EVERY DESK**

**with the new Expaditer**
Reg. U.S. Pat. Off.

Amazing one unit memo organizer "never forgets to remember."




One Expaditer replaces all slips of paper cluttering the desk. Organizes important memos and notes in one place. Speeds work! Saves time! Unit holds 400 slit-apart memos, perforated at top—up to a half-year's supply. Saves wasteful use of costly stationery and forms for memos. Pays for itself by promoting efficiency. Put an Expaditer on every desk and see for yourself!

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TRY THE NEW CLIPLESS PAPER FASTENER
$4.95 RETAIL
NEVER EMPTY – NO CLIPS TO BUY!
All you do is punch down firmly and — PRESTO — papers are securely held together. Pays for itself rapidly.
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Complete Line of DELUXE ALL LEATHER or CANVAS & LEATHER
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"K-LINE" Self-Locking Posts
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EFFICIENT NON-CORROSIVE POSTS FOR PERMANENTLY BINDING RECORDS IN STORAGE BINDERS. VARIOUS LENGTHS AVAILABLE FOR 1/4" 5/16 & 3/8" HOLES. EXPANSION UP TO 7 1/2 INCHES
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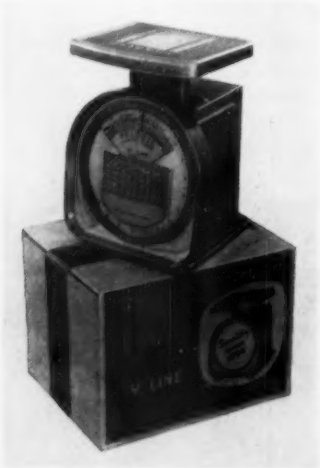
produce copies as clear and readable as the original. An original made with Challenge Back-Up carbon can be filed without smudging or offsetting on other filed material. Manufacturers and users of whiteprint copying machines have tested and approved this carbon on typed, printed and drawn copy. Made in 100-sheet boxes of 8½" x 11", 13" and 14" sheets; in reams of any size up to 36" x 44"; and in rolls up to 36" wide on 1" or 3" cores; in three finishes and three weights. Free samples, literature and prices from above address.

## POSTAL SCALE

Pelouze Mfg. Co., 1236 Chicago Ave., Evanston, Ill., is packaging its Y line Postal Scales in attractive all-color containers which feature a realistic picture



of the product. The finely detailed likeness is reproduced by the exclusive Multi-Tone process of Stone Container Corp., Chicago. Printing is orange and black, against silver-on-white textured background, and the box is sealed with orange tape.

**WHEN YOU CHANGE YOUR ADDRESS** send us both old and new addresses. If we receive change less than six weeks in advance, there's an issue on its way to your old address. The post office does not forward copies unless you provide forwarding postage.

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JOLSON *Everest* M53

**THE ONLY ADDING-CALCULATOR THAT PRINTS DECIMAL POINTS AUTOMATICALLY IN DIFFERENT PRE-SELECTED POSITIONS**

- Direct subtraction and credit balance
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- ***One Main Bar adds, subtracts, non-adds, sub-totals and totals***
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**FOR QUICKEST, CLEANEST ERASING**

*Fifty million Frenchmen WON'T be wrong!* When they buy "*gommes à effacer*", they insist upon Weldon Roberts Erasers, world-famed for Correcting Mistakes In Any Language — quickest and cleanest.

Superb quality, uniformity; convenient shape, "feel" and texture save typists' time and tempers *and your office overhead.* Your stationer stocks Weldon Roberts Erasers exactly suited to your requirements — including the two "opposite" styles illustrated.

WELDON ROBERTS RUBBER CO.
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*121 ELLIPTIC. Soft gray rubber in handy elliptical shape. Excellent for all-around use. Especially effective for erasing ink.*

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*Correct Mistakes in Any Language*

# NEWS of the Office

## Systems Conference in Calif.

The San Francisco Chapter of Systems & Procedures Assn. of America, in cooperation with the University of California, holds its fourth annual systems and procedures conference on March 25 at the Mark Hopkins Hotel. Speakers' topics will include systems and control for small manufacturers, paperwork simplification, electronics, punched cards, and modern communications facilities. Registration of $10 includes all sessions, luncheon and copy of proceedings. For details, write John Mann, Owens-Illinois, 350 Sansome St., San Francisco 4.

## IAA Conference

The Insurance Accountants Assn. will hold its 16th annual conference at the Shoreham Hotel, Washington, D.C., Oct. 26-28. A product exhibit will be held in the hotel's main ballroom. IAA has 600 members in stock fire and marine insurance companies. Details from E. F. Weller Jr., Maryland Casualty Co., Baltimore 3.

## 582 Certified Secretaries

National Secretaries Assn. (International) announced that there are now 582 Certified Professional Secretaries in the U. S. with the greatest numbers in New York, Illinois, Texas, California, Ohio and Michigan. This total was reached when 222 passed the fourth annual CPS examination. The annual two-day certifying test, open to qualified men and women 25 years of age or older, is held throughout the country. Information from National Secretaries Assn., 25 East 12th St., Kansas City 6, Mo.

## Pitney-Bowes Controller

Edward V. McDonough

Edward V. McDonough, manager of cost accounting at Pitney-Bowes, Inc., is appointed controller effective April 1, Harold Camp, vice president for finance, has announced. He succeeds Frank H. Van Duzer who has resigned to become controller of Daystrom, Inc. Mr. McDonough joined PB as a war work accountant in 1942, has supervised the payroll department, directed job evaluation in the personnel department, and served three years in planning and scheduling before becoming manager of cost accounting four years ago.

## 25,000 Members in AIA

Richard S. Thompson, CPA, of Richmond, Ind., became the 25,000th member of American Institute of Accountants last month.

## S. Calif. Business Show

The eighth annual Southern California Business Show will be at the Biltmore Hotel, Los Angeles, April 12-15. Every effort is being expended by the Los Angeles chapter of the National Assn. of Cost Accountants, sponsors of the show, to make it the finest display of office machinery and equipment to better systematize routine work in the small as well as the larger offices. For this reason the show has always been of great interest to the executives, office managers, accountants and students throughout all

*"Why did it cost $2^{76}$ to put on a dime's worth of paint?"*

*Talk fast, mister!* . . . Don't worry, the foreman will—with plenty of explanations. But afterward he'll take steps to cut painting costs back to where they should be. And keep 'em there.

Who's the hero of this drama? Keysort punched-card accounting. The boss learned through Keysort operation costing that things were getting out of hand in the Finishing Department. On certain operations the figures were far higher than last week's. Knowing the score—and knowing it *on time*—the boss could move quickly to bring his cost picture back into focus.

Moral: a McBee Keysort installation can give you comprehensive, accurate reports on every phase of factory operation, and give them to you *fast*. On your desk by the 4th of each month. Important interim figures weekly, or even daily. Whether yours is a 100-man payroll or a colossus supplying the whole country. The cost? Surprisingly low.

There's a trained McBee representative near you. He'll be glad to show you how it's done. Or write us.

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of Southern California. Indications are that last year's record attendance of more than 30,000 will be surpassed this year.

## TSA's Little Business Show

The seventh annual Little Business Show of the Transcription Supervisors Assn. of New York will be held at Schrafft's 57th St. Restaurant, New York, March 14 from 6 to 10 p.m. TSA is 25 years old and has a membership of 178. Products of 22 exhibitors will be shown this year.

## Thanks for Prompt Payment

L. P. Lockman, secretary and treasurer, Kennedy Car Liner & Bag Co., Shelbyville, Ind., thought it wasn't right that his department should spend time and effort writing to only delinquent accounts. Companies that pay promptly are the ones that make his accounting job easier. So Mr. Lockman is writing "thank you" letters to every company that Kennedy sold in 1954 and which paid according to the terms of sales. Responses have been overwhelming both in numbers and statements of appreciation.

## Records Institute

The 2nd Institute on Records Management, offered in cooperation with the National Records & Archives Service, will be held at American University, June 20 to July 1. Fee is $50. Literature from Institute of Records Management, American University, 1901 F St., N. W., Washington 6, D. C.

## Hoover Commission

A unanimous recommendation to extend the Presidential power to file reorganization plans, which expires April 1, was made by the Commission on Organization of the Executive Branch of the Government in its progress report to Congress. This commission, the second headed by Herbert Hoover, was created by Congress in July 1953. The commission expects its work will be completed by May 31, and will include reports on paperwork management.

## Eliminates Office Collections

Members of the supply division of the office manager's department of Lumbermens Mutual Casualty Co. and affiliated Kemper companies, Chicago, have established a contribution plan that eliminates office collections. Contribution is 50 cents a month as a start on a voluntary basis. When the fund gets big enough, contributions will be reduced. Gifts, which are additional to the benefits provided by the company, will be purchased according to the following schedule: Illness (after three days in hospital), $5; births, $10-15; anniversaries, from $5 for 10 years service to $25 for 25 years service, and retirement at 65, from $5 after five years with the company to $25 for more than 25 years. The schedule applies to all 38 employees of the department including bosses. No other collections will be made.

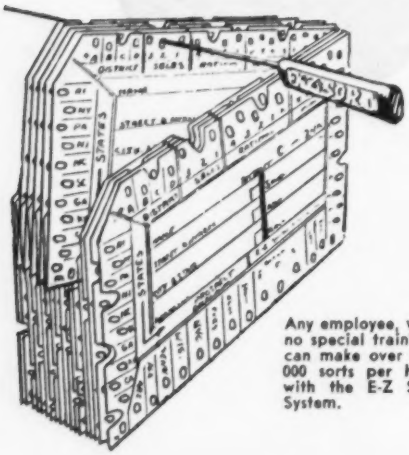
## Freight Payment Plan

Bankers from 16 transportation centers in the U. S. met in Atlanta last month to discuss the freight payment plan of the Citizens & Southern National Bank. The plan eliminates using checks to pay freight bills. Instead, bills are stamped and deposited by carriers for collection. The bank then transfers funds from the shipper's freight account to the carrier's account. The C&S Plan, inaugurated last June, has 48 carriers and 412 business concerns as members.

## New NABAC Members

A growing realization of the need for stronger bank control programs was demonstrated by the 177 banks that joined the National Assn. of Bank Auditors & Controllers during the three month period ending Dec. 31. The association's total bank membership now exceeds 5,400.

# E-Z SORT has the ANSWER to your PROBLEM



Any employee, with no special training, can make over 60,000 sorts per hour with the E-Z Sort System.

## CONTROLS . . . SIMPLIFIES . . . EXPEDITES

No matter what records you now keep, you will widen your controls, simplify your systems and expedite whatever work your records control—by switching to the E-Z Sort System.

Let us demonstrate the advantages you can gain with E-Z Sort records, tailor-made for any of your office or plant procedures. Write today for facts.

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45 Second St., Dept. 3, San Francisco 5, Calif.

Sole MANUFACTURERS of E-Z SORT Systems.
Over 50 Offices to Serve You.


# NEW BOOKS

*(Continued from page 65)*

***CALLING ALL JOBS.** National Assn. of Manufacturers, 2 East 48th St., New York 17, 24 pp., Free.*

An explanation of automation which emphasizes that so-called workerless plants or offices are a myth. Historical examples are cited to show that every machine improvement which increased production has also increased the number of jobs.

***HOW TO READ FASTER.** Dow Corning Corp., Midland, Mich., 16 pp., 10 cents.*

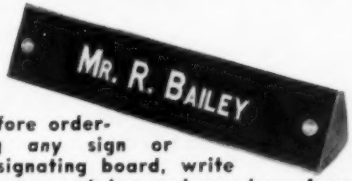
In comic book style, this booklet pictures such basic principles as vocabulary building, reading span, sweep reading, comprehension of key words and word groups. For classes, it is 4c a copy for 25-99 copies; 3c each for 100 or more. Teacher's manual available.

***HOW TO DESIGN A PROCEDURE.** Office Management Assn., 58 Victoria St., London S.W.1, England, 37 pp., 6 shillings.*

Six OMA members clearly describe the steps which may be taken in studying a particular problem and creating a clerical procedure.

*"It's a gift from a customer. I'm afraid to plug it in."*

## We Make Every Style of CHANGEABLE SIGNS

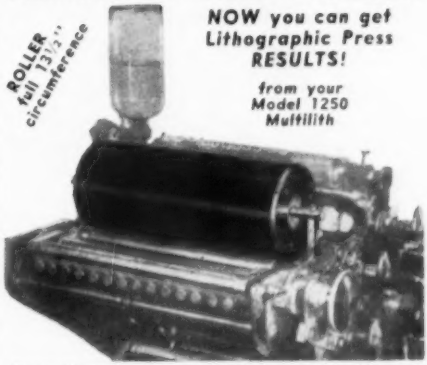



**Before ordering any sign or designating board, write for our catalog and see how Acme Changeable Signs will save you money because they never become obsolete.**

Directory Boards (with changeable letters or name strips) and Bulletin Boards in all styles for wall or floor mounting, metal or wood frames, any size and shape, any color, with or without glass. Also changeable name plates for desks or wall mounting.

**ACME** BULLETIN & DIRECTORY BOARD CORP.
37 E. 12th St., New York 3, N. Y.

## Mammoth Ink Conversion Roller




*NOW you can get Lithographic Press RESULTS!*

*from your Model 1250 Multilith*

Mammoth Rollers are machined to exacting tolerances with entire ink surface precision ground with copper ink surface. Ink adheres better and there is no chemical reaction caused by fountain solution as on other metal finish surfaces. With a Mammoth Roller, your Multilith can out-perform many presses three times its size. Simple to install in a few minutes.

**Supreme Model $49.95 (Copper Inking Surface)**
**Check with order saves shipping charge of $1.95**

**EQUIPMENT DISTRIBUTOR AGENTS WANTED.**

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## *Substantially Reduces* NOISE *of Keyboard Graphotypes*

SOUNTROL Noise Reducing Hoods, the result of many years' research by acoustic engineers, protect workers from tiring noise—increase production and work accuracy. Your Graphotypes can be relocated for better work flow when noise is eliminated and machine's appearance is improved. SOUNTROL Noise Reducing Hoods do not increase floorspace, retard ventilation nor interfere with machine servicing. Write for full information today!

**JARDIN ASSOCIATES, INC.**
**75 Maiden Lane, New York 7, N.Y.**

## New CLEAN way to Moisten Envelopes

**MOISTIX MOISTENER**

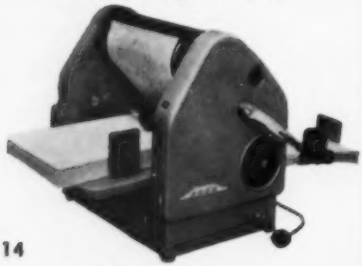
The new, CLEAN and SURE way to moisten envelopes, stamps, labels, etc. . . . **JUST ROLL IT ON!** No messy parts, no sponge squeezing. Mechanically constructed to flow evenly always yet keeps hands **CLEAN** and **DRY!** A must for every office, home or shop!

*New Exclusive "Moisture Control"* The only moistener guaranteed to roll an even coat of water on the surface each and every time.

*See your Stationer or write:* **98c each**

**MFD. BY BERNAY PRODUCTS CO.**
412 S. Wells St., Chicago 7, Ill., WAbash 2-2636

## *NEW* SADA 2-drum ream stencil duplicators



**Model 14**

- Metered, fully automatic inking — Electric Model 2000.
- Amazing features at low price — Electric Model 14.
- Hand-driven Model 13.

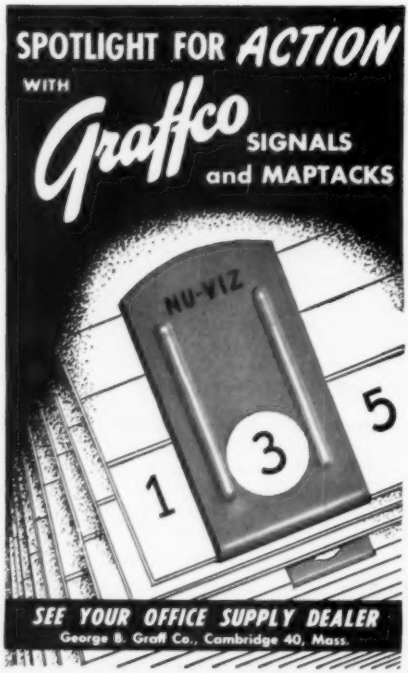
Large Production

EXCLUSIVE NATIONAL DISTRIBUTORS WANTED FOR THE U.S. AND CANADA

For a demonstration and negotiations, write to:
ELMER BREWER, 40 East 23rd St. (5th Floor), New York 10, N. Y.

**SADA** Soc.p Az. Duplicatori e Affini, Piazza S. Maria Beltrade 1, Milan, Italy

## SPOTLIGHT FOR *ACTION* WITH *Graffco* SIGNALS and MAPTACKS




**SEE YOUR OFFICE SUPPLY DEALER**
George B. Graff Co., Cambridge 40, Mass.

## RITE-LINE COPYHOLDER

**WITH THE NEW TELESCOPIC EYEGUIDE**

Accommodates all widths of copy from a machine tape to 20 inches. Price, including the new Telescopic Eyeguide: **$17.75** TAX EXTRA

**FREE TRIAL OFFER.** Write, asking us to send you a RITE-LINE Copyholder with the understanding you may return it without charge within ten days.

**RITE-LINE CORP.** 4209 39th Street, N.W. Washington 16, D.C.

SCHWAB

## SCHWAB'S NEW FIRE AND BURGLAR RESISTING WALL SAFE

The Schwab Certified Label attached to the door of each safe is your Customer's guarantee that this wall safe has been furnace tested for one hour fire protection, at 1700° temperature.

| Dimensions: | Wide | High | Length |
|---|---|---|---|
| Outside | 13⅞ | 10⅝ | 17⅜ |
| Inside | 9½ | 6 | 13 |

Finish Smooth Gray—Shipping weight—50#

**THE SCHWAB SAFE COMPANY**
**LAFAYETTE, INDIANA**

# National Conference & Exhibit Calendar

**Western Joint Computer Conference,** Statler Hotel, Los Angeles, March 1-3.

**National Office Furniture Assn.,** Conrad Hilton Hotel, Chicago, March 20-23.

**National Microfilm Assn.,** Sheraton Plaza Hotel, Boston, March 24-25.

**Independent Cash Register Dealers Assn.,** Edgewater Beach Hotel, Chicago, April 1-2.

**Southern California Business Show,** Biltmore Hotel, Los Angeles, April 12-15.

**National Assn. of Credit Men,** Conrad Hilton Hotel, Chicago, May 8-12.

**Institute of Internal Auditors,** Sheraton Plaza Hotel, Boston, May 15-17.

**New York Stationery Show,** New Yorker Hotel, New York, May 15-20.

**National Office Management Assn.,** Royal York Hotel, Toronto, May 22-26.

**Canadian Office Machine Dealers Assn.,** Windsor Hotel, Montreal, May 26-28.

**National Assn. of Cost Accountants,** Waldorf-Astoria Hotel, New York, June 19-23.

**National Office Machine Dealers Assn.,** Denver, June 26-29.

**National Secretaries Assn.,** Read House, Chattanooga, July 21-24.

**National Stationery & Office Equipment Assn.,** Conrad Hilton Hotel, Chicago, Oct. 1-5.

**National Assn. of Bank Auditors & Controllers,** Denver, Oct. 9-13.

**Systems & Procedures Assn. of America,** Sheraton-Cadillac Hotel, Detroit, Oct. 10-12.

**National Institute of Governmental Purchasing,** Shoreham Hotel, Washington, D. C., Oct. 16-19.

**National Business Show,** 69th & 71st Regiment Armories, New York, Oct. 24-28.

**Insurance Accountants Assn.,** Shoreham Hotel, Washington, D. C., Oct. 26-28.


**READ-A-FILE KEEPS YOUR STENCILS AND OFFSET PLATES ALWAYS AT SEE LEVEL**

The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

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**METAL SPECIALTIES, Incorporated**
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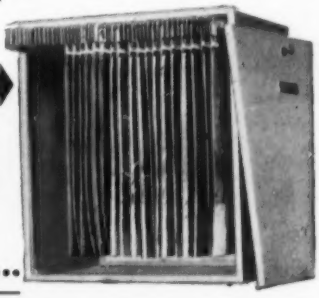

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For INDEPENDENT Dealers
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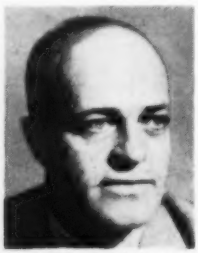
**The FEDERAL CASH REGISTER CO.**
DEPT. 18 P. O. BOX 2265 KANSAS CITY, MO.

# NEWS of the Industry

## Columbia Officers

The board of directors elected Harold F. E. Dixon president of Columbia Ribbon & Carbon Mfg. Co., a post held by Frank R. Nichols, who so ably held the office for the past nine years. Mr. Nichols was named chairman of the board. Henry B. Holmes, who has been working closely with Mr. Nichols for 19 years and who will be taking over many of his duties, was nominated executive vice president. In relinquishing some of his more arduous duties, Mr. Nichols was

Harold F. E. Dixon



Henry B. Holmes

heartily commended by the board for presiding over the company in its period of greatest growth, during which sales volume more than doubled and Columbia operations expanded to a wide range of hectograph and offset duplicating products, in addition to the already well developed line of inked ribbons and carbon papers. Foreign operations through subsidiary companies was also greatly enlarged, adding to Columbia prestige throughout the world. Mr. Dixon, well-grounded in Columbia operations, joined the company in 1934, served in all factory departments and has been vice president in charge of plant and production the past nine years.

## Heads GBC Sales

John M. Kuhn

Promotion of John M. Kuhn to vice president in charge of sales of General Binding Corp. was announced by William N. Lane, president, who explained that Mr. Kuhn, as sales manager, had supervised GBC's change from a distributor sales system to a branch manager organization. The company recently announced the opening of its 25th branch office within a year. Mr. Kuhn was with the Chicago sales department of Dow Chemical Co. before joining GBC in 1951.

## Hano Sales Manager

Norman L. Hanna

Norman L. Hanna was named general sales manager of Philip Hano Co., Holyoke, Mass., manufacturers of printed business systems. Mr. Hanna's duties will include coordination of all sales and marketing activities in both consumer and dealer fields, and direction of both sales organizations. Eastern sales offices are located in New York, Newark, Boston, Worcester, Providence and Hartford. Sales for all other sections of the country are through a widespread dealer organization, supported by the main factory in Holyoke

*World's Finest Duplicators*

**AT THE WORLD'S LOWEST PRICES**

*Introducing*

**SPEED-O-PRINT'S**

**LIBERATOR MODEL 300 ELECTRIC**

**SPEED-O-PRINT CORPORATION**
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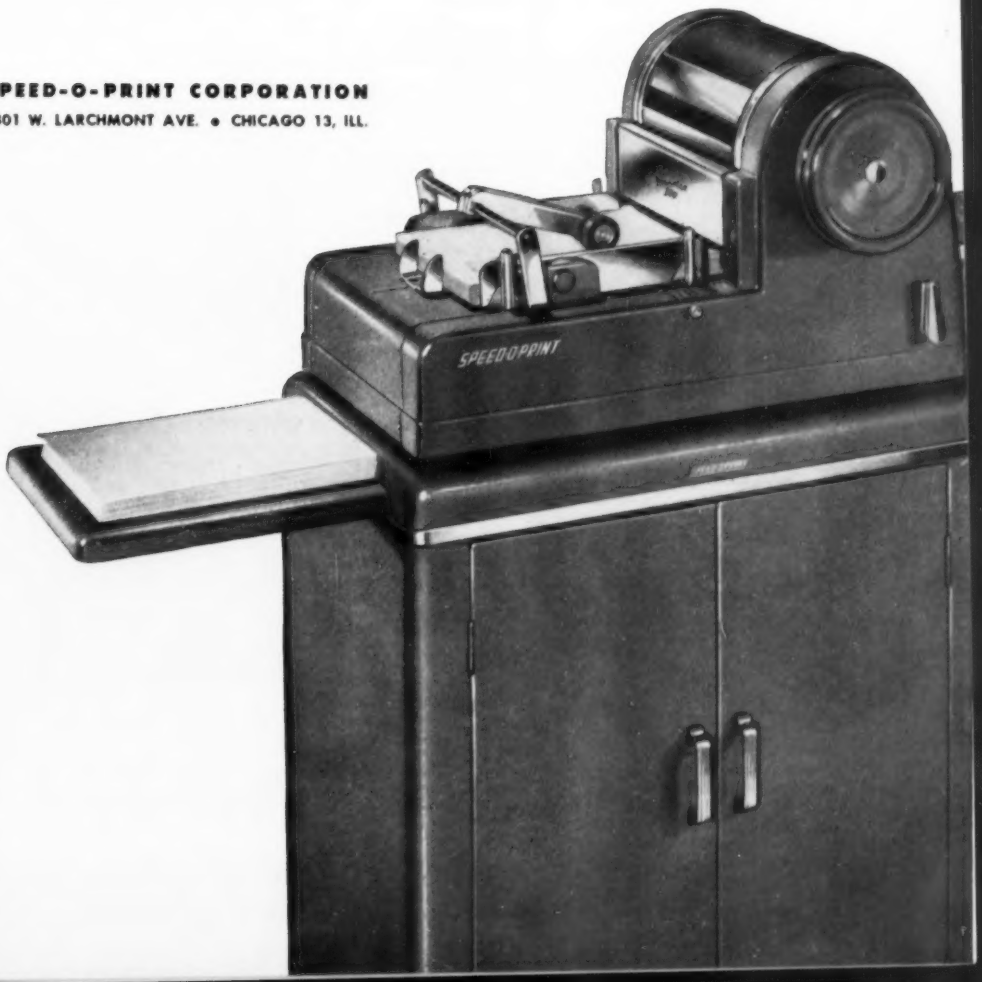
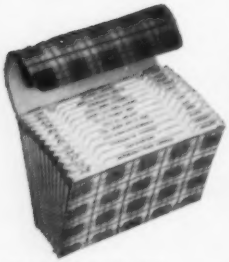


# Smead "Quality above Comparison" SINCE 1906



PLAID HOUSEHOLD FILE
Also furnished gift-wrapped

PRESSBOARD BINDER COVERS
Two-piece covers — cloth hinge — punched for standard fastener centers.

PROPOSAL COVERS
(In many colors and finishes)

DESK FILES
(Printed or celluloid tabs)

## FOR JET-LIKE FILING

LEATHER-LIKE
EXPANDING FILE

1. This leather-like material resists oil, ink, finger marks, stains and dirt of all kinds.
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3. Color will not rub off on clothing in a humid climate.
4. These containers have what is needed—wear resistance and appearance.

LEATHER-LIKE
VERTICAL FILE

LEATHER-LIKE
EXPANDING WALLET
(With GLYD-LOC or tape tie)

LEATHER-LIKE SUPER POCKET
"The All-Purpose File"

From the very first item to the present line of over 3,100 stock items, we have concentrated on craftsmanship and the finest quality and grades of raw materials, making our line an outstanding quality line. We have 5 separate factories for your protection and added service. Write for our catalog. We also invite your inquiries for specially made products.

THE Smead MANUFACTURING CO., INC.-HASTINGS, MINNESOTA

Mayor Frank P. Zeidler of Milwaukee (right), presents certificates to Howard W. Herbruck and Harold A. Sickmann, branch managers of the new Paterson, N. J., and Tulsa, Okla., offices of Manpower, Inc. John H. Frank, Manpower's executive vice president, is at left. The six-year-old firm operates in 42 cities, supplying temporary help to business and industry.

and a branch plant at Mt. Olive, Ill. The company has recognized a rapid expansion of sales activities, both dealer and consumer, with Mr. Hanna and his father, Luther R. Hanna, playing an important part in that expansion program since 1939 when they joined the organization. Norman L. Hanna joined the organization as a dealer contact man, with offices in Indianapolis, to strengthen the dealer organization when his father joined the local company. In 1941 he moved to Holyoke as dealer sales manager and continued to build and direct sales and activities of an expanding dealer organization covering 42 states. Last month he stated, "Our dealer organization has many loyal and active dealers whose contribution to the growth of our company has been, and will continue to be, tremendous. Our loyalty to the dealer group is unquestioned. Since our company's inception in 1888, sales have been made by consumer salesmen in metropolitan New York, northern New Jersey, Rhode Island, Connecticut and Massachusetts. We intend to preserve existing boundaries between our direct sales offices and the rest of the nation where hundreds of dealers sell Hano products. Our faith in the stationer and printer as a dealer is shown by the erection of our new plant at Mt. Olive, Ill., solely to serve our dealer areas."

## Heads Allied Sales

Clifford W. Bergere

Clifford W. Bergere has been appointed general sales manager of Allied Carbon & Ribbon Mfg. Corp. of New York, according to W. E. Bradley,. president Mr. Bergere was formerly general sales manager of Mittag & Volger, prior to which he had been with Remington Rand, Inc. and John Underwood Co. Walter A. Wentworth will continue as manager of the national dealer sales division of Allied Carbon & Ribbon.

## Regal General Manager

H. J. Feaster

F. P. Ryan, president, Royal Typewriter Co., announced that H. J. Feaster, recently appointed assistant sales manager of Regal Typewriter Co., has been named general manager to succeed Marcus Harwitz who died Jan. 13 after 42 years of devoted service to the company. Mr. Feaster, as general manager of Regal, will develop and administer special policies and procedures pertaining to the sales operations of the company which are concerned with used typewriters. He became associated with Royal in 1947 as a typewriter salesman in New York and was advanced to national accounts salesman in 1948, New York group manager in 1949, assistant treasurer in 1952, sales policy administrator in 1953, and assistant sales manager of Regal in 1954.

THE Smead MANUFACTURING CO., INC.-HASTINGS, MINNESOTA

The annual dinner of the New York Office Appliance Managers Assn. Newly elected officers are Al N. Seares, Remington Rand, Inc., president; Charles J. Hartle, International Business Machines Corp., vice president; John E. Moore, Monroe Calculating Machine Co., secretary-treasurer.

## Albert Blake Dick Jr. Awards

Four distributors and a regional and district sales manager were named winners of 1954 Albert Blake Dick Jr. Awards. Class A distributor award went to Mimeograph Co., Atlanta distributor since 1948. Summer Company, Oklahoma City distributor since 1952, received the Class B award. The C division winner was John R. Rembert Co., New Haven distributor since 1932; and Class D was Dakota Typewriter Exchange, Rapid City, S. D., distributor since 1940. J. G. C. Creal won an award as leading regional sales manager, and W. H. Bushing was winning district manager.

AN AMAZING NEW INVENTION to ELIMINATE all EJECTOR WHEEL STREAKS even over solid printed areas

FITS ALL 1200-1250 MULTILITH PRESSES

NO TOOLS REQUIRED!

SNAPS ON IN A JIFFY!

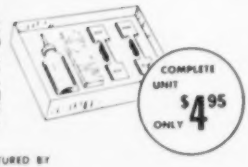
CUTS PAPER WASTE!

CUTS RUNNING WASTE!

COMPLETELY GUARANTEED!

Now, for the first time, you can do away with all printing streaks due to ejector wheels running over printed areas. This simple, but ingenious new STREAK ELIMINATOR is a necessity for every Multilith press. Simply insert wiper pad, squeeze on some cleaning fluid, and merely snap on STREAK ELIMINATOR to Ejector Wheels (as illustrated above). Multilith presses are now ready to run . . . free of Ejector Wheel Streaks. Besides the obvious savings in running time, you can DO AWAY WITH PAPER WASTE by printing on stock pre-cut to finish size. The EJECTOR WHEEL STREAK ELIMINATOR will pay for itself on the first few jobs you use it: UNCONDITIONALLY GUARANTEED.

THE EJECTOR WHEEL STREAK ELIMINATOR comes complete with a full year's supply of pads, plastic squeeze bottle, and a generous supply of STREAK ELIMINATOR FLUID. Additional wiper pads can be reordered through your authorized ROLL-O-GRAPHIC dealer.

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Please enter my order for sets of Ejector Wheel Streak Eliminators. I understand this unit is completely and unconditionally guaranteed.

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TYPEWRITER RIBBON FABRICS

Fabrics that have been specially designed
and woven to produce really better ribbons.

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## Rogersnap General Manager

Henry Brent

Henry Brent has been elected executive vice president and general manager of Rogersnap Business Forms Co. Mr. Brent joined Rogersnap three years ago as sales engineer and has been instrumental in Rogersnap's recent rapid growth. Rogersnap is the largest home-owned and managed manufacturer in North Texas of carbon interleaved snap-out business forms which they sell and distribute nationally.

## Gilbert Officers

Following the annual meeting of Gilbert Paper Co., Menasha, Wis., T. M. Gilbert, president, announced the following changes in officers. William Gilbert becomes vice president and director of purchasing. N. T. Gilbert becomes vice president and director of sales. T. C. Catlin was elected vice president and mill manager. J. D. Schmerein was elected secretary and assistant sales manager. A. C. Haselow will continue as treasurer.

## Friden Promotion Manager

Jack H. Lund

Jack H. Lund has commenced duties as sales promotion manager of Friden Calculating Machine Co. Formerly Minneapolis-St. Paul district manager, Mr. Lund has been associated with Friden since 1939 when he joined the San Francisco office as a salesman. He was consistently among the sales leaders


*If you're looking for typewriter keytops?...

*YOU CAN STOP LOOKING.

We manufacture a large assortment of plastic, precision-engineered keytops to fit almost any machine ever made. They're non-flammable and easy to install. Write or phone for our new catalogue.

PEARL ENGRAVING CORP.

36-40 WEST 29TH STREET, N. Y. 1

MURRAY HILL 6-1898

TYPEWRITERS

ALL MAKES — MODELS INCLUDING WIDE CARRIAGE

ADDING MACHINES

SUNDSTRAND—BURROUGHS

VICTOR—DALTON—Hand or Electric

CALCULATING MACHINES

MONROE—MARCHANT

BURROUGHS—COMPTOMETERS

Hand or Electric

ROUGH or RECONDITIONED

*Write for Prices*

Also ask about our ADDOMETER, the adding and subtracting machine that retails for $14.95 and pays you up to 52% profit.

RELIABLE TYPEWRITER & ADDING MACHINE CO.

301 W. Monroe St., Chicago 6, Ill.

and became noted as an expert in application of calculators to specific work.

R. C. (Bob) Lindgren, El Paso, Texas, Friden district manager, became manager of the Computyper Division.

### Nepco Quality Control Dept.

F. M. Truesdale, formerly director of technical service for Nekoosa-Edwards Paper Co. is now manager of a newly established quality control department. He came to Nekoosa-Edwards in 1949 as sales service representative. His work in investigating complaints, processing technical inquiries and general customer service led to appointment as technical service director in 1952. Now he will supervise development and maintenance of adequate production specifications and assist operating departments in process and procedures to insure delivery of improved quality paper. Ed Neuberger, with long service in Nepco's technical department as a quality observer, will, under Mr. Truesdale's direction, head the group working on specifications as quality control supervisor and act as liaison between testing, inspecting and manu-

The Fox Typewriter which Bruce Barton used for his early writings was presented by Francis W. Hatch, vice president, Batten, Barton, Durstine & Osborn, Inc., to F. H. Caswell vice president and general sales manager of F. S. Webster Co., marking the 45th anniversary of advertiser-agency association. L. to r., Mr. Hatch, Laurence O. Pratt, BBD&O vice president, Mr. Caswell and V. Stoddard Bigelow, treasurer, F. S. Webster Co.


So that's how you do it
—with A.W.FABER
ERASERSTIK!

The neatest trick a new Typist or Secretary can learn is the EraserStik habit.

You'll save yourself many bad moments of criticism if you make your erasures with EraserStik—clean and quick, without a ghost showing.

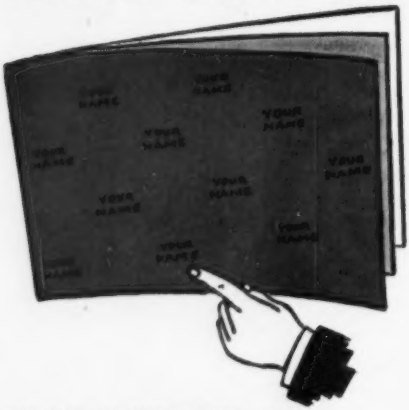
This white-polished beauty is encased in wood and shaped like a pencil. Easily sharpened by penknife or mechanical sharpener. With and without brush.

You'll turn out cleaner letters and win executive approval if you use EraserStik. Get some today.

*For best performance expose rubber point about 3/16".

A.W.FABER-CASTELL
PENCIL CO., INC. NEWARK 3, N. J.

# Spirit MASTER UNITS or CARBON PAPER now IMPRINTED with your PRIVATE BRAND NAME




**AT NO ADDITIONAL COST OTHER THAN ART AND PLATES**

**Duplicating carbons should produce the same number of sharp, clear copies every time. You can depend on the *uniform* high quality of Colonial carbons—because for years Colonial has *specialized* in the manufacture of spirit master units, spirit carbons, gelatin carbons and related duplicating supplies. Colonial carbons give longer runs, clearer copies, and above all, *uniform* results.**

***Send us a sample of your imprint—a rough sketch will do—for quotations.***

**Colonial**
**CARBON COMPANY**
**GENERAL OFFICES • SKOKIE, ILL.**


facturing. Others in the quality group are Clem Oilschlager and Bob Claussen. Lawrence Bandt, who has assisted Mr. Truesdale for several years, will relieve him of much of the customer contact, particularly in field investigation, as customer service representative. Clinton McCoog was named assistant supervisor of the company's print shop.

## Royal's Canadian Director

Kenneth L. Johnson

F. P. Ryan, president, Royal Typewriter Co., announced the appointment of Kenneth L. Johnson as vice president and managing director of their Canadian operations. Prior to joining Royal, Mr. Johnson was associated with a large paper mill in a directive capacity and previously with a printing organization. E. A. Jarand is vice president and treasurer.

## Cel-U-Dex Sales Manager

Albert J. Sabal has been promoted to general sales manager by Cel-U-Dex Corp. For the past year, Mr. Sabal has been Cel-U-Dex export manager, traveling the Central and South American countries. The export vacancy will be filled in June.

## McBee Sales Headquarters

McBee Co., division of Royal McBee Corp., has transferred its general sales headquarters from New York to Athens, Ohio, where the firm's home office is also located. In announcing the move, H. C. Davis, McBee president, explained the general sales headquarters is now centrally located to better serve the company's sales offices in principal cities throughout the U. S. and Canada. Principally affected by the move were: E. H. Gibson, general sales manager; R. J. L. Lee, sales promotion manager; R. C. Mc-

Harold Wickstroem, Swedish office machine designer, attended the semi-annual meeting of Facit, Inc. district sales managers to discuss sales plans for Facit Calculators, Odhner Adding Machines and Halda Typewriters. L. to r.: Louis M. Merlano, northeastern manager; Ernst Harboe, midwest manager; Bengt Ljungquist, service manager; Joseph Westlund, New York salesman; Karl Siewart, vice president and west coast manager; Erick A. Ohlsson, president; Mr. Wickstroem; Carl Gronhagen, southwestern manager; Sender Jaari, secretary and sales manager.

Cormick, manager of customer relations, who have transferred their activities to Athens.

## Spot Carbon Products Expands

Keeping abreast of their constantly increasing business, Bernard and Samuel Rice, co-owners of Spot Carbon Products, 56 Lafayette St., New York, announced installation of additional equipment to handle their hot wax spot carbonizing and printing business. Bernard Rice stated, "The new equipment will enable us to expedite production. Over the years we have become known for unusually prompt deliveries, an achievement which we have guarded zealously. With the help of our staff of specialists, and constant addition of new equipment, we will endeavor to keep our standards of


"Paper Punches Every Office Needs!"

CLIX
3-HOLE PAPER PUNCH

Simplest, surest paper punch made. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No adjustments to make, no gauges to set, no places to mark. Insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. $3.75 list.

*MODEL 3 . . Punches 3 holes ¼" dia., spaced 4¼" on centers, ¼" from back binding edge — standard spacing 11" x 8½" sheets.*

CLIX
1-HOLE PAPER PUNCH

Personal paper punch for individuals, home, office and industry. Light pressure of thumb punches clean ¼" hole instantly in paper, light cardboard, etc. Ideal for punching tickets, tags, restaurant checks. 24 in counter display carton. 60 cent list.

*MODEL 100 . . . Punches ¼" hole, ¼" from binding edge.*

Clix PAPER PUNCH

*Order from your Stationer or Office Supply Dealer*

NEW ENGLAND PAPER PUNCH CO., NATICK, MASSACHUSETTS

WESTERN REP.—HARRY HENKEL ASSOC., 1355 MARKET ST., SAN FRANCISCO

TYPE CLEANING MADE EASIER

*NORTA THE ORIGINAL PLASTIC TYPE CLEANER

Free sample sent upon request write to

NORTA DISTRIBUTING COMPANY

1165 Broadway, New York 1, N. Y.

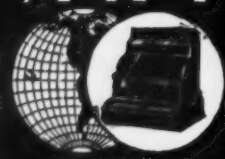
STEEL TYPE
AND
TYPE WHEELS

Serving large Office Machines manufacturers for over 50 years. Send us your specifications for quotations.

HULSE MANUFACTURING COMPANY
Geneva, N. Y.

THE ALL NEW
TYPE-RITE
PLATEN
PRECISION
PERFORMANCE
100% GR-S RUBBER
SEND FOR OUR PRICE LIST
Serving The Trade Since 1925
TYPEWRITER EQUIPMENT CO., INC.
409 LaFayette St., N. Y. C. 3, N. Y.

CASH REGISTER
PARTS



WORLD WIDE SERVICE
HIGHEST QUALITY PRODUCTS

NEW ADDRESS:
International Cash Register & Parts Co.
207 E. EVERGREEN ST., MT. PROSPECT, ILL.

craftsmanship at the highest level." Spot Carbon Products serves the trade only with complete printing and carbonizing service under one roof.

## Cash Register Manager

H. O. Whistler

The appointment of H. O. Whistler as sales manager of the Cash Register Division of R. C. Allen Business Machines, Inc., was announced by K. P. Phelps, president of the firm. Mr. Whistler, well-known in the business machines field with over 30 years experience, is a specialist in cash registers and has been prominent in the National Office Machine Dealers Assn. and the Independent Cash Register Dealers Assn. He started his career in 1932, selling cash registers. Later he became an office manager, sales agent, district representative and for several years owner of the successful Fort Worth Cash Register Co., Fort Worth, Texas. He now has responsibility for distribution, sales promotion

Herbert F. Bruning, president, Charles Bruning Co., at switchboard of their new, high speed giant paper sensitizing machine which cost $100,000. Machine produces smoother photocopy paper, free of coating cockle, and assures greater uniformity in coated papers.

# MANUFACTURERS EXPORTERS . . . *To Latin America*

***Don't Overlook This Growing Market For Office Supply and Equipment Sales.***

MONEY TALKS! Look at these official statistics for *only one month's* exports. Then give serious thought to your own overseas trade.

American manufacturers during last October (latest figures available) exported:

**$89,629 of adding and calculating machines to Mexico.**
**$20,017 of pens and pencils to Ecuador.**
**$181,387 of new typewriters to Colombia.**
**$17,619 of carbon paper and ribbons to Venezuela.**
**$31,888 of metal office equipment to Honduras.**

These figures are random samples for individual countries. Annually the entire Latin American continent will absorb a very impressive volume of your products. There are 19 countries in Latin America where all the office equipment and stationery importers, distributors, dealers and larger users receive La OFICINA. They keep it, refer to it as a guide and reference all year long.

The need for all office products in Latin America is increasing steadily as business and industry develop. Tell these prospects and customers about your products in the 1955 La OFICINA. Its advertising rates are low—its coverage is complete. Your advertising in La OFICINA is basic to establishing and building a profitable Latin American trade.

*Send now for more detailed information on circulation, advertising rates and a copy of the last issue.*

**OFFICE PUBLICATIONS COMPANY**
**232 Madison Avenue • New York 16, N. Y.**

bility for distribution, sales promotion and sales training for the re-designed and newly enlarged R. C. Allen cash register line.

## Acco Plant Is Open

It became necessary in January for Acco Products, Inc. to close its factory in Ogdensburg, N. Y., for an overhaul of the heating plant. Work was rushed and required only two weeks to complete, so that Acco was able to reopen early last month. The loss of production was made up rapidly and the shipping of Acco orders is being handled without delay.

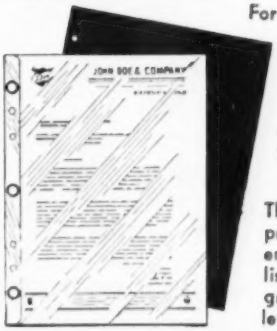
## Borroughs General Manager

George Bennett

The appointment of George Bennett as general manager of Borroughs Mfg. Co., Kalamazoo, Mich., was announced by Douglas F. Roby, president of American Metal Products Co. Before his appointment at Borroughs, a subsidiary of American Metal Products, Mr. Bennett was assistant to the vice presi-

Len Rempala (left), Office Furniture Clearing House, and L. P. Fraser (right), Indexing & Equipment Co., both Chicago, received miniature 14-kt. solid gold safes from H. G. Johnsen, Gunvir Industries, Chicago, distributor for Meilink Steel Safe Co. Dealer salesmen get award for selling a Meilink A Label Safe.

**Amfile** SHEET PROTECTORS



For 2- and 3-Ring Binders

***METAL EYELETS**

**— an exclusive Amfile feature**

They glamorize proposals, presentations, price-lists, photographs — any letter-size papers.

A one-inch ring binder holds up to 25 protectors. Made of heavy gauge, non-inflammable acetate. Size 11 x 8½". Packed 25 to a box.

If your dealer doesn't have them in stock, send us his name and we'll see that you are supplied promptly. Write for circular.

**AMBERG FILE & INDEX CO.**
*Filing Specialties since 1868*
**1601 DUANE BLVD., KANKAKEE, ILL.**

***AUTOCOPY***
***Cleansing Cream***

Hectograph, mimeo and duplicator ink stains removed in 30 seconds! Pleasant, effective! Kind to hands; won't injure nail polish. Available in 6 oz. tubes, ½ lb. jars, 1 lb. cans or jars. Dealers write for complete catalog!

***AUTOCOPY, INCORPORATED***
**12150 South Peoria St., Chicago 43, Illinois**
**150 West 26th Street, New York 1, N. Y.**

**SAMPLE of AUTOCOPY CLEANSING CREAM will be sent to you FREE OF CHARGE—Just fill out Information below:**

Name of Company: .....

Address: .....

City & State: .....

Name & Title: .....

**TYPEWRITERS ALL MAKES**

**REGALRITE BRAND RIBBONS AND CARBONS**

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**THE UTMOST IN QUALITY**
**THE LOWEST IN PRICES**
**Proven—Best by Test—Best for Less**

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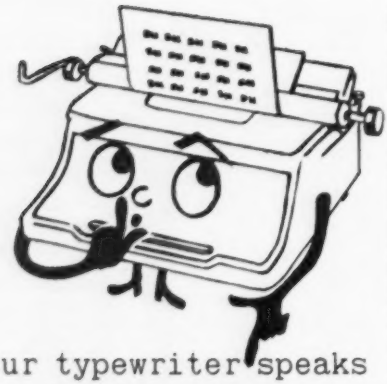
**REGAL TYPEWRITER COMPANY, INC.**
**200 HUDSON ST., NEW YORK 13, N. Y.**



Your typewriter speaks in a **WHISPER** with

# KIL-KLATTER

You can make your office quieter and more efficient by placing **Kil-Klatter** pads under all your typewriters. Your typists will make fewer mistakes, and office efficiency will go up as **Kil-Klatter** pads absorb the shock and deaden the noise of typing. Fits all typewriters.

**Absorbs the shock and deadens the sound of typing.**

**Made from genuine OZITE felt, with dent-proof top and skid-proof bottom.**

**Fits all typewriters and other office machines too**

**$1.25** AT YOUR STATIONER OR OFFICE SUPPLY DEALER

**KIL-KLATTER**

THE SCIENTIFIC TYPEWRITER PAD

***"The Answer to a quieter office may be under your typewriters"***

dent of production. Prior to his joining American Metal Products, he was executive vice president and general manager at Harold F. Howard, Management Consultants. Tracy Call, who has been acting general manager at Borroughs, will continue as controller, and Joseph E. Davis as sales manager.

## NSOEA Appointments

The executive committee of National Stationery & Office Equipment Assn. has promoted Paul E. Burbank to the newly created position of executive vice president. Since Mr. Burbank became general manager in 1946, NSOEA membership has grown from 1200 to 3500 and many new services have been added.

Paul E. Burbank

Homer B. Lay

Over 6000 attended regional meetings last year and 10,000 were at the national convention. Homer B. Lay of Wichita, Kans., associated with the industry since 1946, is now manager of the Washington staff, also a new position.

## Rubber Band Marketing

Plymouth Rubber Co., Canton, Mass., has published a folder, for distribution by wholesalers, which explains why Plymouth Rubber Bands are sold only through legitimate wholesalers. Its purpose is to explode the theory that direct buying is a privilege and it has space for wholesaler's imprint.

## Baltimore Managers Elect

Paul M. Harrod was elected president of the Baltimore Office Equipment Managers Assn., succeeding Emmitt Voelkel. Mr. Harrod is president of Paul M. Harrod Co., agent for A. B. Dick Co. Horace Berean of Diebold, Inc., is vice president.



NEW! BANTAM MODEL

ZIP-O-RITER

## Y-&-E Under New Control

Douglas W. Gambrill

Controlling interest in Yawman & Erbe Mfg. Co. was purchased by Sterling Engine Co. Announcement of the sale of the company's common stock was made by Douglas W. Gambrill, newly elected president. Yawman & Erbe, in its 75th year, will continue the manufacture of steel desks, files and filing supplies. Mr. Gambrill, formerly secretary-treasurer, emphasized that Y- and -E will maintain its present manufacturing operations and aim to further capitalize on every opportunity to expand. Chairman of the board is Robert Russell, president and chairman of Sterling Engine Co. Charles W. Schreiber is executive vice president.

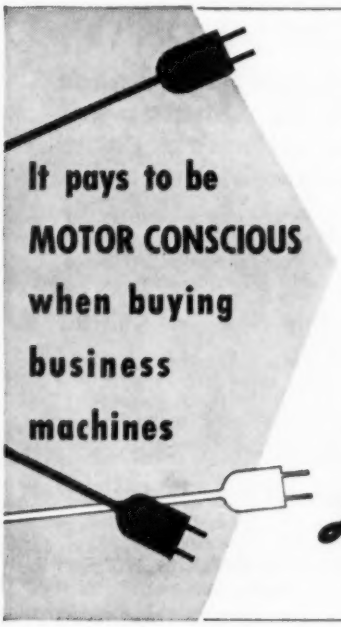
## YPO Elects Nathan

Seymour L. Nathan

Seymour L. Nathan, president, Charles S. Nathan, Inc., New York, was elected a member of the Young Presidents' Organization. Mr. Nathan became president of his company in 1950 at the age of 37. All YPO members, numbering more than 750 in 41 states and one province of Canada, similerly became top executives before reaching 39.

## Royal Portable Appointments

W. H. Beckwith, portable sales manager, for Royal Typewriter Co., announced four new appointments within his organization. Wilford F. Spencer, Los Angeles standard machine salesman,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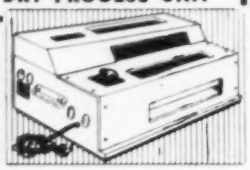

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is now portable representative for the Jacksonville and Miami, Fla. territory. Harold D. Peters is the new portable representative in Oklahoma City, Tulsa and Wichita, Kans. Raymond J. Mattli has been selected to contact Royal portable dealers in New Orleans and Houston. J. E. Hill, formerly Royal office typewriter salesman in Omaha, was transferred to the portable department there as portable representative in Omaha, Sioux City, Lincoln, Nebr. and Des Moines.

## 14 in a Fisher Dozen

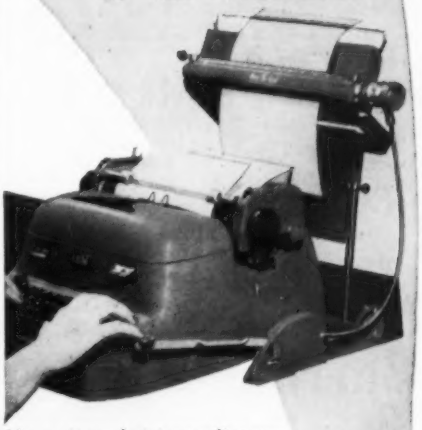
Paul C. Fisher

In connection with their "1-for-All" ballpoint refill, Paul C. Fisher, owner of Fisher Pen Co., announced a new sales policy designed to increase the profit margin of the smaller independent merchant. The Fisher Dozen is 14 refills for the price of 12. Each retailer receives two refills free for every dozen he purchases. Mr. Fisher stated: "We believe that the welfare of our country is directly dependent upon

Employees of General Binding Corp and its subsidiary, Frederick Products, Inc., were awarded gold wrist watches, for completing ten or more years of service, by William N. Lane (left), GBC president. Receiving watches are Harry Funk, Mabelle Perry and Martha Lind.


Pres-to-line

THE COPYHOLDER THAT BECOMES A PART OF THE TYPEWRITER



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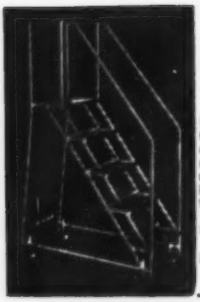

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the economic stability of the small independent merchant. We believe that he deserves a better margin of profit and we are determined to do what we can to help him get it."

## Clary Appointments

Important executive appointments in the distribution division of Clary Multiplier Corp., aimed at further progress in the company's manpower development

Richard D. Dodge

William S. Watkins

program, were announced by J. W. Stallings, general sales manager. Four division members receiving new titles and broadened responsibilities were: Richard D. Dodge, assistant general sales manager; William S. Watkins, sales manager, and William Petit Jr., assistant sales manager, dealer department; and Richard Barrett, manager, cash register sales.

New office building of Lansdale Products Corp., Lansdale, Pa., will facilitate delivery of Cop-e-Eez Copyholders, Mosda Clipless Paper Fasteners, Faltex Paper Folders and Planumatic Control Boards.

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# As We See It

## *Save Time for Others*

PRACTICALLY all bank checks used by business firms contain a form which, when properly filled out, indicates what each check is intended to pay for. Unfortunately, a great many that use such checks never bother to fill in this form. No doubt they fill in the necessary data on the check's stub which they retain, but the only information that they put on the check itself is a date, payee's name, amount and signature. Then the check is mailed all by itself in an envelope to the payee who probably receives a great many such checks every day.

Business pays by check because it's safer and easier than handling cash, and because the canceled check becomes a legally accepted receipt. The latter is a very important advantage and a canceled check which indicates on its face just what it has paid, is a more positive receipt than one which requires supporting documents from the payer to back it up. For that reason alone, you might imagine that no business firm would mail out a check with the ruled form on its end left blank.

The biggest headache, of course, is in the payee's office. Large companies generally include a return stub with their invoice, especially when their customers represent great numbers of the general public who use personal checks. Even here, some people forget to return the invoice stub which makes it just dandy if there is no account name on the check and the signature is unreadable.

Commodities and services are generally sold in units costing the same amount. Many of these similar amounts are always outstanding, often several to the same purchaser. When the purchaser makes out a check to pay one or more invoices, and neglects to indicate on his check just which invoice he is paying, he's giving his supplier a hard time. Maybe he doesn't care. Yet, just the entry of an invoice date on his check could save time and money for his supplier. Some part of these savings might eventually pass on to him. Whether or not savings are expected, issuing checks without indication of their meaning is a lax business practice.

If you use a voucherless check, do this little thing to make office work easier for others: put the invoice date and/or number on the face of every check. More information is desirable, but the date alone can be far more helpful than nothing at all. If everybody would make this a regular practice, an awful lot of clerical manhours could be saved every year.

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